

## INSIDE DOPE

by GEORGE F. TAUBENECK

Story of the Week  
Satire of the Week  
Quote of the Week  
History Repeats  
Bettering Advises  
For Your Information  
Out of Our Mailbag  
Who Has More Fun?

## Story of the Week

At least one person close to John L. Lewis must have a sense of humor. The following story appeared in a recent issue of the United Mine Workers Journal:

"The old family retainer was showing visitors around the British castle, which had been thrown open to the public. Coming to the banquet hall, he said, 'In this very hall, 200 years ago, the young and beautiful countess was foully murdered.'

"All the visitors but one were impressed, but this one said, 'I thought you told us last week that it happened in the ante-room?'

"The guide turned angrily on her. 'I know that,' she snapped, 'but we can't go in there now; it's being redecorated.'

## Satire of the Week

To say that intelligent listeners "gag" at most of the radio "commercials" they hear is putting it mildly. Capitalizing upon this gargantuan gagging, station WNEW in New York sponsors phoney fizzlers like the following:

"Oh, Jeffrey! Jeffrey, my darling, how could you have done a thing like that? Why—why—why??? I love you, yes, but there is a limit even to a woman's love. This is the end. We can't go on living a lie. I've tried—heaven knows I've tried—but it's no use. I just don't know where to turn."

At this point an WNEW baritone relieves the tension. "Turn to WNEW! The happy station. No sob stories at 1130 on your dial. Just plenty of good music and the latest news 24 hours a day."

What a relief!

Two male announcers on a neighboring station have joined this crusade. "And now," ribs Mister One, "we give you Barbara Beech! Ta-da! (Moment of silence.) "Yesterday, you'll recall we left Barbara pleading with the district attorney for the life of Cuddles, her pet python which she had raised from infancy. Meanwhile, unknown to either Barbara or Cuddles, Wambly Townsend, handsome young engineer, is at this very moment flying to the State Capitol to ask the Governor to grant Cuddles a reprieve. Will Wambly Townsend succeed in his desperate race against time? Does Barbara realize that her handsome bachelor is secretly in love with Judith, Julia's young step sister who, however, is still in love with her first husband—and, if so. . ."

At this point the second announcer interrupts: "Who cares? This is WNEW. No sob stories at 1130 on your dial. Just plenty of good music, etc. . . etc."

Bless 'em. BLESS 'EM ALL!

## Quote of the Week

"The moving forces of mankind are acquisitiveness, the urge to function as an individual, a yearning for freedom in mind and body, and above all the constant quest of opportunity to advance. These are the attributes of individualism and the man without them is not worth his salt. We can't repeat human nature by an act of Congress. We can't turn back the tide of world development in science, invention, and industrial economy by a closely drawn statute.

"Therefore it is unnecessary and it is most unwise to destroy individual initiative, unnecessarily restrict individual freedom, or in the least degree abolish opportunity for individual advancement and gain which has been, and ever will remain, the dynamo of all our progress. We should confine our regulatory efforts to the uneconomic areas of our curve of progress, and not try to regulate everything; we should proceed to action only after careful study and

(Concluded on Page 8, Column 1)



# AIR CONDITIONING & REFRIGERATION News

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## Industry Shows Many New Items For Dairy Field

ATLANTIC CITY, N. J.—The biggest Dairy Industries Exposition in the history of the event—both in terms of exhibits and attendance—passed into history Oct. 21 after a week's run in the Atlantic City auditorium, and a visitor reporting for the refrigeration industry came away with these impressions.

1. The dairy industry is at a peak of prosperity and its members are showing a real buying interest in new equipment that will make their production and distribution activities better, faster, and cheaper.

2. The refrigeration industry has much to offer the field in the way of equipment that will get the job done "better, faster, and cheaper."

a. *Plant Equipment:* Refrigerating machines that provide greater capacity with smaller, less expensive equipment; "refrigeration storage" systems that will enable dairies to handle high peak loads of short dura-

Refrigeration equipment and refrigerated fixtures display at the dairy show are described in part on pages 11, 12, 13, and 19 of this issue. Further descriptions of such items will appear in the following issue.

tion with a minimum of capital investment; automatic ice making equipment; low temperature separators (wherein skim milk and cream part company at a storage temperature of about 40°); and a continuous ice cream quick hardening machine.

b. *Distribution Equipment:* Open (Concluded on Page 4, Column 1)

## Admiral's Video Show Banned In Wisconsin

MADISON, Wis.—Admiral Corp.'s television program "Stop the Music" was taken off the air in Wisconsin recently after the state's attorney general ruled that the program violated the state's anti-lottery law.

A Norge broadcast sponsored by Roth Appliance Distributors of Milwaukee was similarly forced off the air last June by the attorney general.

Attorney General Thomas E. Fairchild said that radio quiz programs violated that state law because the element of prize is present. Six other quiz-type programs were also affected by the ruling.

Deputy district attorney Joseph Tierney of Milwaukee said that while

## Outlook for Commercial Field 'Never Better'

NEW YORK CITY—"Never has the outlook of commercial refrigeration been better than it is today, and only an all-out war or defense program can change this prospect," commented C. S. White, outgoing president of the National Commercial Refrigeration Sales Association in opening the group's fourth annual convention here recently.

"Being an optimist, I think we're going ahead. If we think right, plan right, and work right, we will go ahead, and we're now ready to grow, grow, and grow."

"I don't believe that wholesale grocers, frozen food distributors, and dairies can give their customers the engineering services and quality commercial refrigeration distribu-

(Concluded on Back Page, Column 2)

## Group Buying of Parts Dropped After 6-Month Trial by Contractor Assn.

DETROIT—After a six-month trial, the so-called "cooperative purchasing plan" has been dropped by the Refrigeration Contractors Association of Detroit.

The action was taken by the newly elected board of directors for the group.

Failure of the plan was laid to several causes, including the tightening of the materials situation. However, there were numerous other contributing factors which doomed the experiment to failure.

As was previously outlined when the plan was inaugurated, announced aim of the scheme was to obtain favorable prices on "service parts" for members of the local association through quantity purchases for cash.

Chief promoter was Alvin G. Weber, a contractor, who became the "field representative" for the group and operated the buying plan. He has now gone into the drayage business, specializing on hauling of commercial refrigeration equipment.

To create working capital for the project, a "deposit trust fund" was to be established through subscrip-

tions by contractor members of the association. This was not to be a donation because the money would be credited against future purchases by the individual subscribers.

Reports as to how many contractors actually put up money for the "deposit trust fund" vary. One contractor member said his guess was "not more than 15 and more likely only 10 put up \$100 apiece."

Although Weber claimed that as many as 85% of the members of the association, which numbers close to 70, had "participated" in the venture, he did not reveal the actual number of subscribers. However, he also indicated that "lack of cooperation" by enough members of the association was possibly a chief cause of the plan's failing.

It was not necessary for the members of the association to put up a cash deposit to participate in the benefits that the plan was supposed to provide. Those who hadn't made a deposit, however, were required to pay cash on delivery.

In theory the plan would permit (Concluded on Back Page, Column 1)

## Mfrs. Move To Pass On Freezer Tax

DETROIT—Two home freezer manufacturers recently announced that they will pass on the new excise tax on freezers when it becomes effective Nov. 1.

Norge division of Borg-Warner Corp., and Philco Corp. were said to be planning to incorporate the 10% tax in the price to the distributor and not apply it separately or absorb it themselves. What happens after that will apparently be up to the distributor.

No further clarifying statements have been issued by the Bureau of Internal Revenue although one is expected prior to Nov. 1.

W. T. Ekstrand of the deputy commissioner's office, miscellaneous tax unit, of the bureau, two weeks ago stated that the tax will apply to all freezers designed for domestic use to which the manufacturer has the right of possession on Nov. 1.

He also explained that if the manufacturer has a sliding scale of prices to different accounts, such as distributors, sub-distributors, key dealers, etc., the amount charged as excise tax varies accordingly.

If the manufacturer sells at retail, he will charge the tax on the price he would get for the smallest wholesale lot and not on the retail price.

A tentative definition of a home freezer for tax purposes was given as follows:

"The term 'household type unit for quick freezing or frozen storage of food' includes units solely for the frozen storage of food or combinations thereof which are of the type (Concluded on Back Page, Column 2)

## 'Golden Era' May See 50% Rise In Frozen Food Use

NEW YORK CITY—The quick-frozen foods industry "is entering a 'golden era' that will lead to a 50% increase in the consumption of products during the next three years," according to Howard F. Lochrie, director of marketing for Birds Eye-Snyder Div. of General Foods.

Lochrie told the seventh annual Food Editor's Conference held here recently that sales "might conceivably pass the 3 billion pounds mark (Concluded on Back Page, Column 3)

## REMA-REWA Meeting Opens In East Nov. 2

WASHINGTON, D. C.—Six speakers, including Senator Styles Bridges of New Hampshire and Col. Joel D. Griffing, chief, Manpower Division, Selective Service System, will address the joint membership meeting of the Refrigeration Equipment Manufacturers Association and the Refrigeration Equipment Wholesalers Association.

The meeting will be held Friday and Saturday, Nov. 3 and 4, at the Greenbrier in White Sulphur Springs, W. Va. On Thursday, Nov. 2, Rewa will hold its annual business meeting while Rema's board of directors and four of its sections are meeting.

All business sessions will be held in the mornings. The afternoons have been set aside for recreation.

Sen. Bridges will discuss "America's Choice Today" at the combined session Friday. Col. Griffing will speak Saturday on the probable impact of the manpower requirements of the Armed Forces on employers.

Also scheduled to speak Friday are J. S. Kimmel, president of Republic Electric Co., and R. H. Israel, president of Rema. Kimmel will talk on "Things for Jobbers to Think About" and Israel will consider "The Value of Association Membership." At the (Concluded on Page 4, Column 4)

## 'Deposit Plans' May Help Dealers Bolster Sales as Reg. W Begins To Slow Volume

DETROIT—The 25% down payment now required on major appliances and room air conditioners are slowing sales for most retailers, reports from various sections of the country indicated last week.

Though stores that cater to a higher income clientele and had previously demanded high down payments are finding little effect from Regulation W on their business, outlets that formerly had sold easy terms rather than merchandise are reportedly hard hit.

Some lost no time in coming up with ideas to counter the effect of the credit curbs, however.

The Boston Store in Utica, N. Y. inaugurated a deposit plan. Under this plan, the customer makes a small deposit on an appliance, rug, or furniture. The deposit holds the

## Outcry on Credit Terms Mounts As Sales Slump

### Distributor Group Will Poll Dealers on Effects; UAW Attacks Restrictions

DALLAS—Twelve Texas and Oklahoma household appliance distributors, who declared they represented over 500 retail stores selling \$2,000,000 worth of appliances a month, met here Oct. 18 to plan a fight against Federal Reserve Board curbs on instalment financing. They will attempt to broaden their fight to other major appliance dealers throughout the country.

Joe Thiele, San Antonio wholesale distributor active in the organization, said the first two days of the new curbs dropped sales volume all the way from 30 to 80% in different southwestern areas.

He said the new group will take a poll of 16,000 major retail outlets in Texas and Oklahoma to secure accurate figures on how much their sales have dropped off. The results of the poll will be presented to the Federal Reserve Board in Washington, along with a request to return to the 15% down and 18-months-to-pay plan.

"Many dealers say they haven't sold a thing since the 15th when the plan went into effect," Thiele stated, "the 15% down crippled the major appliance business but the 25% down buried it."

He said one San Antonio distributor reported that dealers cancelled \$150,000 worth of orders for electrical appliances because they wouldn't be able to sell them.

Dallas, Wichita Falls, Ft. Worth, Waco, San Antonio, Tulsa, and Oklahoma City dealers and distributors were at the meeting. A six-man panel headed by Ft. Worth appliance dealer Vergal Bourland was named. Its members include Thiele, Odell Savage of Dallas, Evan R. Moon of San Antonio, and Ely Sanditen of Tulsa.

## Reuther Says New Terms Can Bring Unemployment

WASHINGTON, D. C.—The Administration this past week got a protest on the tougher consumer credit controls from a source to which it usually lends a sympathetic ear—the C.I.O. United Auto Workers.

U. A. W. Chief Walter Reuther, in a letter to W. S. Symington, National Security Resources Board chairman, called the recently-tightened controls on credit a "grievous blunder which will create mass unemployment" by cutting back demand for goods covered by the restrictions.

However, Administration policy makers consider credit controls one of their most effective weapons against inflation, and their theory is that tough credit controls and high taxes will make wage and price controls unnecessary. But there is also a feeling that they might change their tune quickly if a deflationary trend set in.

(Concluded on Page 4, Column 2)

item until she accumulates enough to make the necessary down payment. The 15 months terms on appliances goes into effect after the merchandise is delivered.

Duke Doyle of Dallas, Tex., was considering a revival of a "savings bank" plan he operated successfully immediately after World War II when the former Regulation W was in effect.

Under his plan, he lets the purchaser make weekly deposits toward a down payment and pays them 6% interest on their deposits for the first six months. The interest is applied to the down payment.

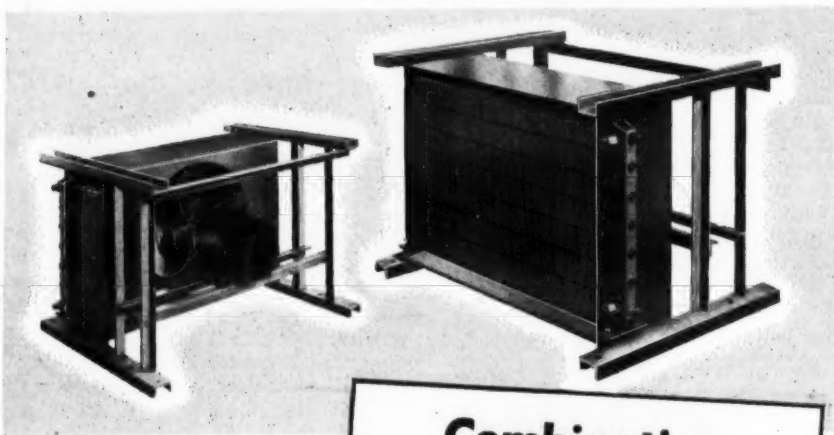
Doyle, however, is finding it necessary to cut down on his delivery and service work and his advertising, it was reported. He now operates (Concluded on Page 4, Column 3)





### Automatic Firing Exhibits at AGA Exposition

AT AMERICAN GAS ASSOCIATION'S convention and appliance exposition earlier this month "Texas Tessie" (above) paid frequent visits to the Automatic Firing Corp. booth. There she saw the Fridg-A-Fire, Cool-A-Matic window-type and package-type air conditioners, the Gas-A-Fire conversion burner as well as gas furnaces, and the Oil-A-Fire conversion burner and oil furnaces.



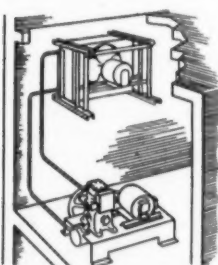
# heat-x

## Combination AIR and WATER COOLED CONDENSERS

- COMPLETE WITH FAN AND MOTOR
- WITH CLEANABLE WATER TUBES
- CAPACITIES  $\frac{1}{4}$  to 5 H. P. (MODELS RAWC)

Here it is: The modern solution to the refrigeration condenser problem. Installation is completely flexible . . . with mounting in the most convenient location. This makes it easy to assure ample air supply.

Independent of emergency failure of either water or air supply.



Reserve capacity always available.

*Pays for itself in Water saving*

Rugged framework provides for either floor or ceiling mounting. Oversize motors and fans will handle external static pressure if air ductwork is required.

Write Dept. AC  
for Specification Sheet

### THE HEAT-X-CHANGER CO., INC.

250 East 43rd Street, New York 17, N. Y. • Brewster, N. Y.

### Don Cornell Elected Chairman of Southwest Wholesalers Group

TULSA, Okla.—Don Cornell of the Standard Brass & Mfg. Co. of Beaumont, Tex., was elected chairman of the Southwest Refrigeration Wholesalers Association at the group's fall meeting here recently.

Other officers elected were: Carl H. Miller of Refrigeration & Electric Supply Co., Little Rock, Ark., vice-chairman; and K. G. Wight of K & M Supply Co., Tulsa, secretary and treasurer.

Ed Marsden, president of the Refrigeration Equipment Wholesalers Association addressed the meeting.

In addition to the above men, the gathering included the following delegations:

From Dallas: R. J. McBrien of Electromotive Corp., O. D. Sparkman of N. O. Nelson Co., Charles Wachholtz of Texas Refrigeration Service, and L. M. Snell of Snell Refrigeration Supply Co.

From Fort Worth: J. T. Threadgill of Koldaire Supply Co., and Paul Cato of Texas Refrigeration Supply Co.

From Houston: Jim Murphy of Standard Brass & Mfg. Co., R. H. Crowe of N. O. Nelson Co., and D. C. Lingo of D. C. Lingo Co.

From San Antonio: Clyde Westbrook of Westbrook Carburetor-Electrical Co., and J. C. Freisen of United Refrigeration Co.

From Abilene, Tex.: H. W. Cox of C & H Distributing Co.

From Port Arthur, Tex.: F. V. Wilson of Standard Brass & Mfg. Co.

From Lubbock, Tex.: Bill Gentry of R & R.

From Oklahoma City: M. V. Voss of M & V Supply Co., J. M. Mideke of Mideke Supply Co., and W. M. Carroll of Jones-Newby Supply Co.

From Tulsa: L. H. Gorton and D. J. Archer of Machine Tool & Supply Co., R. W. Palmer of Palmer Supply Co., and D. G. Andrews of K & M Supply Co.

From St. Louis: T. C. Bickle of N. O. Nelson Co.

### Morris Distributing Moves Into 6-Story Building

SYRACUSE, N. Y.—Morris Distributing Co., Inc., announced the opening of its new headquarters, a six-story building believed to be the largest wholesale electrical appliance unit in this part of the country.

The firm that wholesales appliances, radio, and television, took over the building and three acres of land at 1153 W. Fayette St. The company formerly was at 412 S. Clinton St.

Maurice Horowitch, president of the organization, termed the accompanying physical conditions as ideal. He pointed to the D. L. & W. Railroad siding that can put 10 freight cars alongside the building's doors.

Around the building is a large unutilized space that will be used either for parking space or further expansion of the company.

"After watching this business grow out of its housing for 23 years," said Horowitch, "we finally have an ideal headquarters: Complete storage, sales, repair, and shipping facilities under one roof."

### Realty Firm Gets Cooling

MONTGOMERY, Ala.—Completely air conditioned, Smith & Cochran, Inc., real estate and insurance agency, has opened new quarters.



HOW A DEALER in air conditioning equipment can line up good prospects and make sales among members of dental profession is demonstrated here in this view of the Johnston Refrigeration Construction booth at the annual show staged by the Detroit District Dental Society, which attracts some 2,000 dentists annually.

WHO'S WHO: John D. Hayes, regional sales manager for Fedders-Quigan; Al Lincoln of Johnston; Dr. Ed. Moeller, Detroit dentist; and W. B. Handloser, also of Johnston.

### Dealer Finds Dental Show Rich Source of Conditioner Sales

DETROIT—Taking advantage of the opportunity to meet a lot of hot prospects under circumstances where they have the time to talk, Johnston Refrigeration Construction Co., Fedders-Quigan dealer here, maintained a booth at the Ninth Annual Review staged at the Statler hotel here by the Detroit District Dental Society.

Having some 1,350 members, the society's annual meeting and show attracts more than 2,000 dentists, dental technicians, and assistants from all over the state of Michigan.

Set up in the Johnston booth was a cutaway of the  $\frac{1}{2}$ -hp. Fedders-Quigan window air conditioner, and standard  $\frac{1}{2}$ -hp. unit, and a  $\frac{3}{4}$ -hp. console model, the booth being manned by John D. Hayes, regional sales manager for Fedders-Quigan, and three men from Johnston Refrigeration Construction—Gene Cuneo, sales manager, W. B. Handloser and Al Lincoln, sales engineers.

"Exhibiting at a show like this is a natural," declares Hayes. "The dealer reaches the doctor directly and can point out the merits of air conditioning his office."

Contacts can be made with many live prospects here in a relatively short time, and then there's the added advantage that the dentist has the time to talk. At the show he doesn't have to take time away from his patients, it was also pointed out.

To build up interest in the exhibit, and also to build up an excellent prospect list, the dealer offered a  $\frac{1}{2}$ -hp. window air conditioner as a prize. The winner was selected from among those who registered at the booth, the registration cards providing the names of good prospects for air conditioners.

This was the second year that Johnson had exhibited at the show.

### Howard Occupies New Plant

PHILADELPHIA—Howard Refrigerator Co., Inc. has moved into its new modern manufacturing plant at 4800 Worth St. here, the company announced recently.

### West Penn Issues New Circuit Price Schedule

PITTSBURGH—To encourage dealer service organizations to provide their own customer electrical services, the West Penn Power Co. issued a new schedule of charges for labor and range and water heater circuits effective Oct. 1.

When furnished by West Penn, the increased charges will be:

\$3 per hour for one man.

\$2.50 per hour for each additional man.

\$4.50 per hour for work done on Saturdays, Sundays, holidays, or at any time other than regular working hours.

\$2.00 is the minimum labor charge.

\$17.50 for electric range circuit.

\$12.50 for electric water heater circuit.

These prices are for standard circuits and do not apply to other than single family residences or their equivalent, the power company explained.

### McCray's Sales Chief Describes Program for Current Conditions

KENDALLVILLE, Ind.—"Business as usual" will be the keynote of the McCray Refrigerator Co.'s sales organization through the company's new fiscal year which began Oct. 1, R. E. Abbott, vice president in charge of sales, asserted recently in a message to McCray salesmen.

He informed the salesmen that factory production is back to normal after the upsurge of business following the outbreak of the Korean war and that normal deliveries could be expected in the very near future.

"We have all reasons to believe that during the coming sales year we will be able to secure materials to produce equipment to fill orders," he declared.

Abbott told the salesmen that they can't afford to worry about present national and international situations "because there is nothing that we as individuals can do about them."

"There is, however, something that can be done about sales."

"We can cover our territories as we never have covered them before. We can 'bone up' on the sales features of our product and make sales presentations better than ever."

"We can prepare sales-packed store plans. We can talk merchandising and savings and profits until we are 'blue in the face.' And we can ask for orders and keep asking for them."

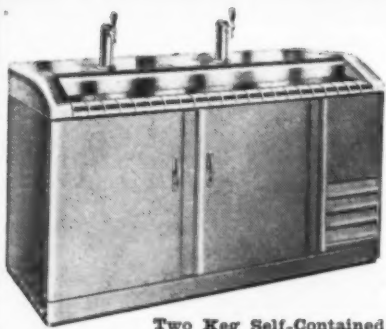
### Extensive Refrigeration Help A & P Market Go Self-Serve

NIAGARA FALLS, N. Y.—Self-service meats, made possible by an extensive refrigeration installation, are a feature of the completely remodeled A & P Supermarket at 116 Pine Ave.

Refrigeration also has been installed in the new self-service dairy department, refrigerated produce department, and frozen foods section.

• WALK-INS • ICE CUBE MAKERS • REACH-INS

FREEZERS



Two Keg Self-Contained

Beyond Compare . . .  
**United KOOLMASTER**

Keg Cooler and Beer Dispenser

United's low cost complete, efficient beer system available in ALL STAINLESS STEEL exterior or BROWN DULUX cabinet with stainless steel top in two keg or three keg size—either remote or self-contained.

An example of United's best quality at the lowest possible cost: No exposed screws or hinges. Piano type hinges for greater strength. A direct draw that does a better job of cooling and dispensing.



"SELL **United** AND YOU SELL THE FINEST"

• DIRECT DRAW SYSTEMS • BOTTLE COOLERS



## Lack of Cold Storage Now Retarding Wide Use Of Frozen Foods by Army

NEW YORK CITY—Though the Quartermaster Market Center System, buying all perishable foods required by the Department of Defense, is becoming more interested in the use of frozen foods, one of the big problems it faces is that military installations do not have the necessary cold storage to handle these items.

However, "everything possible is being done to provide the equipment required so that optimum use of frozen foods on the Master Menu can be made," George A. Baxter, chief of the perishable section, subsistence branch, supply division of the Quartermaster Market Center System, said recently.

Speaking on Quartermaster procurement of frozen foods before the Eastern Frosted Foods Association, Inc., here, Baxter also explained army policy on the sale of frozen foods at retail through the commissary stores.

"Packaged frozen foods are sold in army commissary stores at invoice cost," he stated. "No mark-up is permitted on any item except meat and produce."

"The cost of meat may be adjusted by increasing the price of steak and reducing the price of stew meat to control demand and obtain a return of the initial cost of the entire carcass."

"Produce prices may be increased only enough to cover trim, waste, and discards."

"The provision of food to the army at invoice cost is required by law and is considered a part of their pay along with medical and dental service."

Baxter concluded that "the increasing demand for frozen food is recognized by the army and will be reflected by increased allowances in resale selections in future regulations."

Baxter also stated that "the major impact of broadened mobilization on the frozen food industry is likely to come not so much from the direct military purchasing of frozen foods as increased military buying of canned food which in turn would shift more consumer purchases to frozen items."

## Air Cooling Increases Texas Hotel Patronage During Summer Months

LAREDO, Tex.—After the installation of nearly 175 UsAircro Modu-aire air conditioning units in the Hamilton hotel here, C. W. Points, hotel manager, reported an immediate increase in summer business.

Points said the hotel booked its first summer convention shortly after the air conditioning was installed and a noticeable increase in summer tourist trade was reported.

Because there was no space in the Hamilton hotel in which to run ductwork, the ductless Modu-aire system, made by United States Air Conditioning Corp., was decided upon for the installation.

With this system, small copper tubing conducts chilled water from the central refrigeration system to each room. The same tubes connect with the hot water system for winter heating.

Contractor for the installation was M. J. Fischer & Son. Engineer was George R. Rhine & Co.

By eliminating losses from leaking liquid indicators  
**Leak-proof**

**EZ-SEE**

**picks up  
greater  
profits**

(1) EZ-SEE thru—both sides of the body are open to let in light. (2) Positive leakproof—can't leak, springs automatically maintain the right force to form a positive seal. (3) Perfectly Safe, glass protected for pressures up to 500 psi. AT LEADING WHOLESALESAERS EVERYWHERE. Literature and prices on request.

**REMCO** INCORPORATED  
ZELIENOPLE, PA.

## Commercial Refrigeration Equipment:

# Jones Sees Higher Government Priority on It

NEW YORK CITY—The commercial refrigeration industry in the days ahead can expect to have a much higher priority rating under any government-sponsored materials control program than they had during World War II, George S. Jones, vice president of Servel, Inc., told the October meeting of the Refrigeration and Air Conditioning Guild of New York.

Speaking on an Industry Problem Forum, he predicted that the industry, as a result of this higher rating, should be able to operate without the confusion that was part of its picture during the last arms push.

The Servel official, who is the Washington liaison representative for his firm, based his prediction on two points:

1. Washington officials had a much clearer picture of the industry and its role in the nation's economy in the closing days of the last war, as well as immediately following.

2. Government agencies concerned with the problems of materials control and allocation today are turning more and more for advice to men of practical experience in the affected fields.

He attributed much of this more favorable picture to the work of trade

associations in getting over the story.

While admitting that some confusion exists today in Washington over the role various agencies are to play in the present situation, Jones did not see this as too disturbing a factor at present. As a matter of fact, he suggested that this competition was a healthy sign and said that the big saving factor in the whole picture was the fact that the National Security Resources Board, headed by Stuart Symington, was coordinating the work of the various agencies.

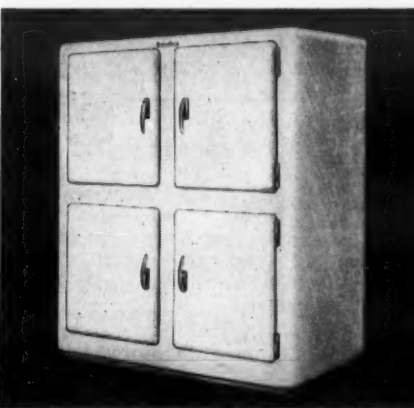
He cautioned industry members not to allow their self-interest to interfere with either thinking or action. He suggested that, if the industry would use as the basis of its relations with Washington the two points of (1) the contribution it could make to the arms or defense program and (2) the efficiency of the industry itself, it would find that these two points would, in the long run, serve their self-interest best.

## Frozen Pie Contest

ALFRED, N. Y.—A frozen pie contest is being sponsored by International Harvester dealers in New York, Pennsylvania, and Ohio.

The contest will be conducted at the Fall Festival of the New York State Agricultural and Technical Institute at Alfred university. First prize is a choice of a \$250 scholarship to attend the Alfred institute or an International Harvester home freezer.

Contestants must be under 21 years of age.



JORDON R42JFC available with solid or glass doors as required. High humidity blower coil or ice maker models. For remote installation of compressor.



JORDON SC 60JFC available with adjustable shelves or with meat hooks. Two (2) high humidity blower coils. Self-contained hermetic sealed unit (on tracks), for simple plug-in operation. Solid or triple THERMOPANE glass doors.

# JORDON builds perfection in STAINLESS STEEL

Among the many JORDON features that assure perfect refrigeration and years of trouble-free service are: All welded construction with moisture proof seams. NO WOOD USED—allows solid blanket of non-settling Fibreglass insulation in all walls, doors and mullions. Extra heavy, air cushion, rubber gaskets give air-tight door closure. Finest quality hermetic sealed units (on pull-out tracks) carry 5-year Warranty. Custom-built quality in every interior and exterior detail.

## IMPROVED BLOWER



Ceiling mounted — leaves more shelf space. Provides high humidity circulating cold air to all sections of the cabinet.

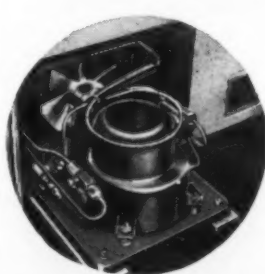


Sizes:  
4'6"  
6'3"  
8'1"  
12 to 37 case capacity

• Remote or Self-Contained Models. Three Popular Sizes

## DRY BEVERAGE COOLERS and All-Purpose Refrigerators

Heavy duty coil and blower refrigeration assembly. Unbreakable, molded rubber, roll-back doors. Finger-tip action. Extra wide door opening. Removable floor racks.

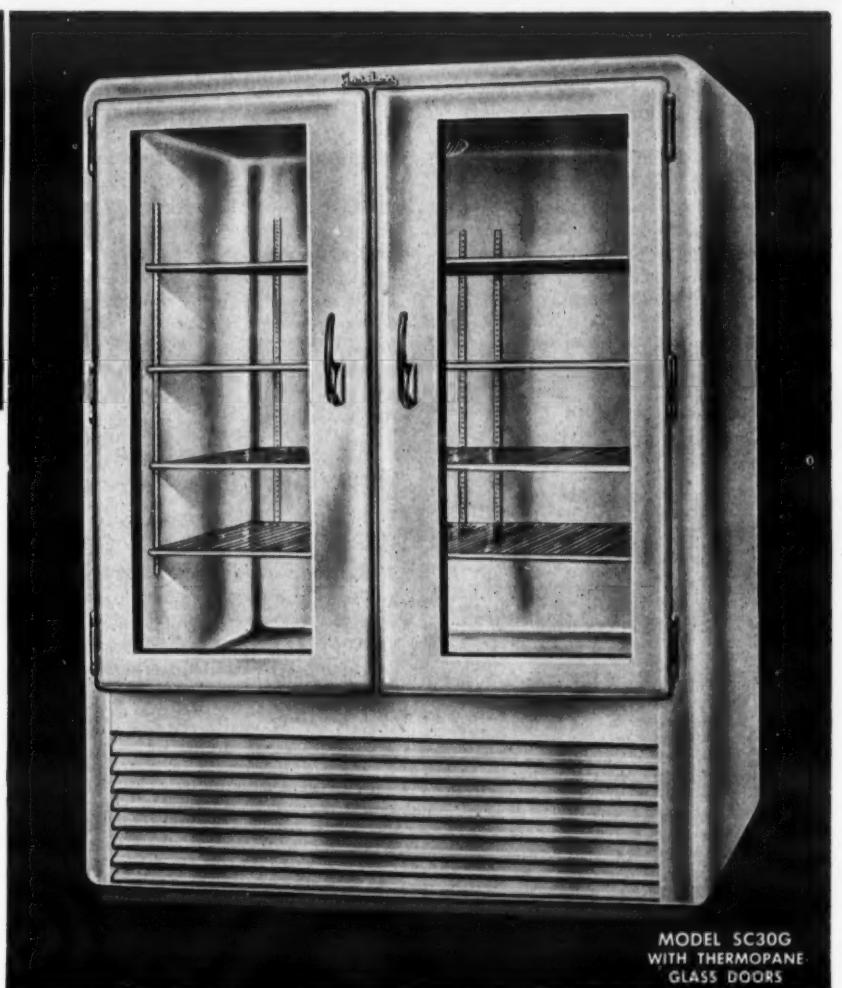


## PULL-OUT UNIT

Tracks and flexible tubing permit hermetic units to slide-out for servicing and inspection.

## BAR TOPS

Available on all models. Black Panelite—factory attached. Heavy chrome trim.



MODEL SC30G WITH THERMOPANE GLASS DOORS

JORDON SC 30G with triple Thermopane Glass doors, automatic interior light, adjustable shelves, high-humidity blower coil, adjustable temperature control. Ready for plug-in operation. Both 30 Cu. Ft. and 23 Cu. Ft. models available as above or with solid doors or with 8-tray ice maker.

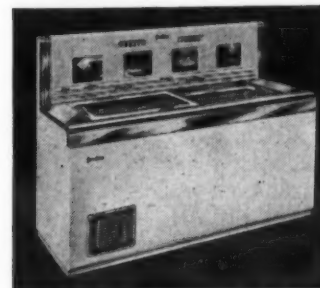
## America's Most Popular 2-TEMP REFRIGERATOR JORDON 14/6

Combines 6 Ft. Locker-Freezer with 14 Ft. Normal Refrigeration. ONE condensing unit. Handsomely styled and finished 71 1/4" high—43 1/2" long. 33" deep (with hardware). Plug-in operation. Hermetic sealed unit.

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## A COMPLETE LINE OF LOW TEMPERATURE EQUIPMENT



## Sliding Door Merchandisers

for ice cream and frozen foods. Available in 9-12-17-26 Cu. Ft. Models. (M-17 illustrated).

## Self-Service Ice Cream Merchandisers

Glass front—open top. Brilliant, colorful illumination. Available in 9 and 17 Cu. Ft. (Model OF-9 illustrated).



Write For Complete Catalog

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AMERICA'S MODERN COMPLETE LINE  
**JORDON REFRIGERATOR CO.**  
Factory and Sales Division  
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CABLE: "JORDONREF" BEIgrade 6-4510

Exclusive Export Distributor: CANNON & MILLER, 55 W. 42nd St., New York • Cable: CANANWILL



## Industry Items for Dairy Field--

(Concluded from Page 1, Column 2) and glass top ice cream merchandisers improved both mechanically and style-wise; improved "packaged" refrigeration systems for soda fountains, vending machines, and other equipment, providing completely self-contained systems occupying a minimum of space; improvement in soft-ice cream machines making for a better product and faster service; and mechanically refrigerated trucks for all kinds of dairy and ice cream delivery service.

Here are some facts about the dairy industry that emphasizes its importance to the national economy and as a market for refrigeration equipment. These quotes are from a speech made at Atlantic City by Irving Reynolds, president of the Dairy Industries Society, International:

"The dairy industry is the largest single source of income in the nation's agricultural economy, and an all-important factor in its development has been ample and improved refrigeration facilities, because the perishable dairy products must be kept at the proper temperatures from the time they are processed at the farm until they reach the consumer's table.

"One pound of the five pounds of food consumed daily by the average American comes from the dairy industry.

"Many countries in the world can't develop their dairy industries because of lack of refrigeration facilities. In Japan, domestic milk production is so small that if divided evenly it would produce only one quart for every 70 people."

In this latter connection, the government has recognized the importance of developing the dairy industries to improve the standard of living in Japan and nearby territories. Reynolds served on a commission which started up five new dairy plants in Japan, and one each on Okinawa and Guam.

An additional phase of the exhibits at the Dairy Show worthy of mention is the increase in the number and variety of mechanically refrigerated coin operated vending machines for dairy products.

These vending machines are moving into a new phase of application and one that assumes considerable importance as the United States steps up its industrial production to meet defense requirements—these machines are an answer to inexpensive in-plant feeding of thousands of industrial workers.

For these coin operated venders dispense not only ice cream bars and novelties, and milk and other beverages, but also sandwiches and pies. One manufacturer of such equipment claims it is possible for workers to get a "dollar lunch for 50 cents" with such venders.

It is said that in-plant feeding is now in the "pilot" stage in factories in New Jersey, Pennsylvania, Ohio, Illinois, and California. Vending machines are ideal for smaller plants, those employing less than 500 people, he declared. Upsale college in northern New Jersey has put a number of venders into operation for use by the members of the student body.

The sandwich vending machine offers a roast beef or combination ham and cheese sandwich for 20 cents, either of which would bring a minimum of 35 cents in the average restaurant.

## UAW Hits Reg. W--

(Concluded from Page 1, Column 5)

Reuther in his letter said that "the Federal Reserve Board, living in a world of banker mentality and unaware of basic production problems, has through its regulations made a stab in the back of America's low-income families."

The union leader said that while the regulations are devised primarily to meet the problems of material shortages, they accomplish their purpose by pricing the lower income consumer out of the housing, automobile, and durable goods markets, and this in turn may result in mass unemployment.

## Credit Controls Relaxed In 3 Fla. Storm-Hit Counties

MIAMI, Fla.—Relaxation of Federal instalment and housing credit controls in three south Florida counties to help sufferers from recent hurricane damage to replace ruined equipment and fix up their houses was authorized recently by the Federal Reserve Bank located in Atlanta.

Merchants and banks in Monroe, Broward, and Palm Beach counties are permitted to extend credit on any terms they wish to actual sufferers from the big storm. Persons seeking credit must satisfy the merchant that his possessions were damaged or lost because of the hurricane.

The relaxation was authorized following an appeal by local merchants and banks to the Federal Reserve Bank at Atlanta.

## N.Y. Retail Chains Set Up Plans for TV-Set Conversion

NEW YORK CITY—Two of the largest retailers of television sets in the metropolitan area have announced policies designed to assure consumers that TV receivers now in homes and on the market will not be obsolete when color comes.

Vim Stores, a chain of 32 outlets, said it was planning to convert all types of present black-and-white receivers for color television. This service would be performed at cost for the firm's customers, it was stated.

Dynamic Stores, which has 15 outlets, announced that it will guarantee to furnish those who buy television sets at its stores "with a color converter and/or adapter as required, when they are available, at a price of \$49.50 or less."

Max Kassover, co-owner and general manager of Vim Stores, said sets sold in the future would carry a written guarantee that they could be converted to color. Sets which have been sold by Vim stores would be converted when current owners apply for a color guarantee.

Vim intends to put the new service into operation around the middle of January when needed parts are expected to be available in volume, according to Kassover. The service would be applicable both to the FCC-approved Columbia Broadcasting System's method of color transmission and to any future all-electronic color system.

Individual customers could ask to have their sets converted whenever they wished, it was indicated by Leon Mesnik, advertising and promotion director for the chain. However, he said, military needs for electronic equipment might affect the rate at which the sets could be converted.

He explained that the company's object is to "make clear to the public that its investment in television at this time can be protected and that a set can be purchased now with confidence."

Dynamic's "unqualified offer" was announced in a full-page newspaper advertisement. The advertisement said, in part:

"The question uppermost in the minds of most people is: 'Will my television set be obsolete when color comes?' Our answer is a positive and emphatic 'No.'"

"It is Dynamic's firm and considered opinion . . . that the vast majority of television programs will continue to be broadcast in black and white for many years to come. Furthermore, the set you now own or intend to buy will receive color, if you so desire, through the use of color converters."

"There has been much talk and speculation about the cost of color converters and adapters. Dynamic takes the guesswork out of the color question with this unqualified guarantee to anyone who is thinking of buying a television set at Dynamic Stores."

The offer included the statement that the guarantee noted above will be given in writing and that it applies to all the leading brands of television which the chain sells.

## Westcott, Murphy Get Posts at Howell Electric

HOWELL, Mich.—Election of B. W. Westcott as vice president of Howell Electric Motors, Inc., here, and appointment of James F. Murphy as general sales manager was announced recently by A. C. Flood, president.

Murphy was formerly with the General Electric Co. and has been in the electrical and air conditioning fields for more than 20 years.

## Deposit Plans --

(Concluded from Page 1, Column 5) only two delivery trucks in place of the former four or five.

A New York City chain of stores is shifting the emphasis of its sales efforts to the lower priced merchandise, slackening the promotion of deluxe models and pushing the cheaper ones.

Some retailers have expressed the opinion that many fringe sales will be lost because a large number of people will not be able to afford the large down payment on a deluxe model but are so conditioned that they will not take a cheaper model.

## Program for REMA-REWA Meeting--

(Concluded from Page 1, Column 4) joint banquet that evening, Edmund H. Harding of Washington, N. C., will discuss "Shall We Freeze Things?"

Following Col. Griffing's talk Saturday, Thurman Sensing, director of research for Southern States Industrial Council, will speak on "The Value of a Dollar Bill." This session will begin with a panel discussion on refrigeration and air conditioning, with Israel and E. C. Marsden, president of Rewa, serving as co-moderators.

Marsden will preside at the Friday session and Israel at the Saturday meeting.

Other joint events planned for the gathering include a luncheon and a cocktail party Thursday and a golf tournament and a cocktail party Friday. A meeting of Rewa's Region 3 will be held during Friday afternoon.

The Rema groups that will meet Thursday morning are the highside equipment; heat transfer; valves; flare fittings, and accessories; and refrigerants, lubricating oils, and chemicals sections.

Advance registrations received by both associations indicate a large turnout for the meetings.

## TV Show Banned--

(Concluded from Page 1, Column 2) the state did not have any plans to prosecute the offending stations, broadcasting of the programs would have to stop.

W. H. Roth, president of Roth Appliance Distributors stated:

"We want to make it clear that we do not agree with the attorney general's interpretation. His rulings have termed illegal nearly every commonly accepted form of sales promotion, not necessarily radio or TV broadcasting programs."

"We have been prevented from using other promotions, many of which were prepared by our factories and currently in use throughout the other 47 states."

## 'DO' Orders Authorized To Get Food Containers

WASHINGTON, D. C.—The National Production Authority has announced that "DO" priority ratings can be used to get containers and chemicals needed to fill defense contracts for many types of petroleum and food.

Chief effect of this, as far as the refrigeration field will be concerned, may be to cut the availability of materials to can foods for civilian use, and place greater emphasis on frozen foods in other than metal containers. This factor has also been predicted by Army Quartermaster officials.

The program follows:

**THURSDAY, NOV. 2**

10 a.m.—Rema board of directors meetings.

10 a.m.—Meetings of Rema high side equipment section; heat transfer section; valves, flare fittings, and accessories section; and refrigerants, lubricating oils, and chemicals section.

10:30 a.m.—Rewa annual meeting.

1 p.m.—Rema-Rewa luncheon.

**FRIDAY, NOV. 3**

9:30 a.m.—Rema-Rewa membership meeting, E. C. Marsden, president of Rewa, presiding.

"Things for Jobbers to Think About" by J. S. Kimmel, president Republic Electric Co.; "The Value of Association Membership" by R. H. Israel, president of Rema; "America's Choice Today" by Style Bridges, U. S. Senator.

1:30 p.m.—Rema-Rewa golf tournament.

2 p.m.—Rewa meeting (Region 3).

7 p.m.—Rema-Rewa cocktail party.

8 p.m.—Rema-Rewa joint banquet "Shall We Freeze Things?" by Edmund H. Harding, Washington, N. C. awarding of golf prizes.

**SATURDAY, NOV. 4**

9:30 a.m.—Rema-Rewa membership meeting, R. H. Israel, president of Rema, presiding.

Panel discussion on refrigeration and air conditioning. (Co-moderators: R. H. Israel and E. C. Marsden); "Manpower Problems as Related to Selective Service" by Col. Joel D. Griffing, chief, Manpower Division, Selective Service System; "The Value of a Dollar Bill" by Thurman Sensing, director of research, Southern States Industrial Council.

**CLEANABLE  
WATER-COOLED  
CONDENSERS**

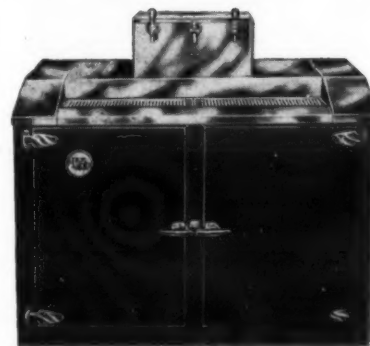
More Efficient Double-Tube  
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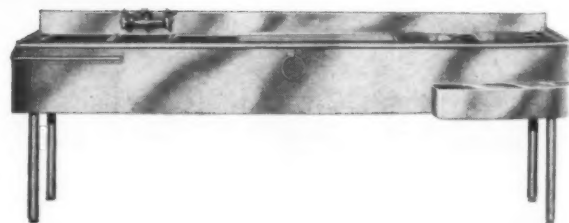
1/2 to  
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BESSEMER BLDG. PITTSBURGH 22, PA.

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La Crosse Electric Direct Draw with Refrigerated Faucets stops foaming waste—protects beer's quality! No matter how long the tap is unused—THE FIRST DROP OF BEER IS COLD!! Faucet refrigeration is continuous, either when compressor is running or on off cycle. Available in 2 or 3 keg capacities, La Crosse Combinations and other Club Models.



La Crosse Standard and Custom Built Drainboards offer OUTSTANDING VALUE at very LOW COST. The La Crosse reputation for consistent quality is maintained throughout the many different models and variations of La Crosse Drainboards.

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**NEW HIP-POCKET TOOL  
MAKES  
36 JOBS  
EASIER**



**AMPROBE**  
snap-on volt-ammeter

reads current without  
breaking circuit or  
touching wires!

Look what you can do with this one pocket-size instrument: Determine load conditions without having to shut down equipment. Spot motor overloads and underloads. Diagnose trouble calls faster, under actual load. Measure voltage at motor terminals. Set overload relays. Load balancing, etc.

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No need to shut down equipment to make the cumbersome ammeter connections. The Amp probe measures current without touching wires. You just press trigger to open jaws; then release to close around one of the wires. That's all! For voltage readings, flip the switch and plug in test leads.

SO COMPACT, IT FITS IN YOUR POCKET

- 1/2 the usual size — only 7"l
- 1/2 the usual weight — only 14 oz.
- 1/2 the usual price — only \$49.50!

MODEL A-6  
Measures 5 current ranges and 2 A.C. voltage ranges!  
Amps: 10/25/50/100/250 Volts: 150/600  
(2 other popular models also available)

Send for 16-page manual: "How to Make Your Job Easier With An AMPROBE". Pyramid Instrument Corp., 49 Howard Street, N. Y. 13, N. Y. (Export Dept.: Morhan Exporting Corp., 458 Broadway, N. Y. 13, Cable: Morhanex).

**AMPROBE**  
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SUPER-COLD!  
THE COMPLETE LINE!  
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SUPER-COLD  
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# Is Complete Store Planning Profitable?

**YES! Says Boston Dealer, But Selling Only Display Equipment Can Profit You More Than Trying To Push Full Line of 'Store Fixtures'**

By C. Dale Mericle

NEW YORK CITY—"Refrigerator dealers who sell non-refrigerated display equipment and who plan complete stores sell many times more refrigerated equipment than dealers who sell merely cases," declared Russ Maintain, president of Maintain Store Engineering Service in Boston, in a talk before the National Commercial Refrigerator Sales Association at its fourth annual convention here.

"This is the consensus of what many leading men in the refrigeration sales field have told me. Our own observation and experience over the past 18 years have certainly proved it true to us.

"Although we have been selling refrigerated display cases for only five years, last year we sold well over a quarter of a million dollars worth of cases—in a radius of not over 15 miles from Boston, and to independent merchants only," Maintain said.

"At the same time we sold well over a third of a million dollars worth of non-refrigerated display equipment in a radius of less than 50 miles from Boston.

## Handling Grocer 'Tools' Complicates Selling Job

"I should like to emphasize that the above opening statement specifically states, '... non-refrigerated display equipment ...', it does not say, 'a complete line of store fixtures.' We do not sell slicers, grinders, cash registers, or butchers' supplies.

"We sell only display equipment: commercial refrigerated display equipment and components, and also non-refrigerated display equipment and components, including canopy lighting which is an adjunct of the wall and center island shelving; also dry produce display stands, end display stands, checkout counters, and specialized departmental display equipment.

"Ninety-eight per cent of our business is in these items. We have tried at various times to add other types of equipment to our line, but invariably found that it interfered with and cut down the sale of our main line—so now we resist to the utmost taking on any additional items.

"You can't be a specialist in everything," Maintain emphasized. "We discovered many years ago that you can't be a jack-of-all-trades and make a decent living.

## Merchants Should Be Sold On Modernization Too

"The opening statement also said, '... who plan complete stores. ...' Merely putting new display equipment into a store to replace the old provides little benefit to the merchant. The maximum benefits to the merchant are realized only when his store is correctly planned and equipped so that it compares favorably with the most modern stores nationally—those that make the most money, consistently, for their owners.

"A modern outstanding store is a store that does as nearly as possible 100% of everything that can be done to build sales and cut costs. Knowing what constitutes 100% of everything that can be done to build sales and cut costs requires a knowledge not only of what is going on in retail distribution nationwide today, but also what is being planned by the leaders in retailing for tomorrow.

"Then it requires the sales ability to influence hard-headed, individualistic, stubborn though successful merchants to accept your recommen-

dations and to act on them—through giving you an order to supply the necessary services and equipment—at a price which will enable you and your organization to make a decent living and to grow," declared Maintain.

"The big chain store organizations of the country, as a general rule, do not turn to local refrigerator dealers for counsel in store planning. They don't have to do that because they have on their own staffs full time experts, who have spent years of their lives studying the new developments and trends in every phase of retailing: store appearance and atmosphere, arrangement, merchandising, display, and equipment.

"But the independent merchants and multiple operators of the country either have to become store planning experts themselves, at great expense in time and money, or else they must turn to the best available sources of information and experience for their store planning counsel.

"We have tried to fill that need for independent merchants," he pointed out. "We realize there are many others around the country who have endeavored to do the same thing, earnestly and honestly; but there are many refrigerator concerns who promise much and provide little in the way of genuine, dependable store planning advice.

"We manufacture our non-refrigerated display equipment, which we sell locally direct to retailers with our own salesmen, and nationally through dealers.

"In the past we have conducted for our dealers and their salesmen training courses in store engineering. We shall continue these courses in the future.

## Stores Will Pay Well for Careful, One-Man Planning

"We have found that when one man plans a complete store for the merchant and guides him through the entire modernization program, the merchant is willing to pay well—considerably more than he would pay if he bought individual items of equipment from many different dealers.

"We have also found that merchants who follow this practice gain tremendously greater benefits in the way of increased profits—and that if they are intelligent, industrious, honest, and follow our advice, they can ultimately become rich. But free plans are a dime a dozen—and aren't worth it.

"We believe that Maintain dealers who understand our objectives and techniques will also make more money in general than they will if they endeavor to manufacture their own equipment and work alone.

"Economical manufacturing can only be achieved when there is large volume of production. We found our selves forced to find additional sales through dealers in order to effect maximum economies in manufacture, procurement, and distribution.

"Throughout the country there are hundreds of refrigerated dealers manufacturing their own non-refrigerated display equipment. There are also hundreds of wholesale grocers manufacturing their own display equipment for their customers. There are also thousands of grocers who manufacture their own display equipment. All of these are competing with each other.

"None of them, on the whole, are doing as well from the standpoints of costs, quality of construction, or sales effectiveness of design as they would do if they concentrated their procure-

ment of display equipment in the hands of a few sizeable national manufacturers.

"Not so many years ago in every city there were to be found manufacturers of refrigerated display equipment. Invariably these tiny manufacturers ended up in bankruptcy or poverty, or else they saw the light and became dealers for the large, well equipped nationally known refrigerator display case manufacturers.

"The manufacturer of non-refrigerated display equipment today must have volume if he is to achieve high quality and low cost.

"Carl Dipman, editor of the *Progressive Grocer*, recently said, 'there has been more change in the grocery business in the past 10 years than in the previous 100 years.'

"Approximately 50% of the retail business of the country is concentrated in the hands of 400 retailers. What these 400 retailers do and are doing will determine the fate of a million independent retailers in this country.

"Refrigerator dealers who are going to make the most progress in the future will familiarize themselves with the techniques of these 400 retailers. They will make themselves modern store planning specialists.

"Who is going to do the store fixture business in the future? A month

ago, I spent five intensive days as a member of the 'Teaching Team' at the first 'Store Engineering Clinic' in Chicago. There were 50 store engineers attending this clinic from 22 states. It may be significant that only two of those in the class were from refrigerator sales organizations. All the rest were from wholesale grocers, or from associations connected with wholesale grocers.

"It is also notable and maybe ominous that this first store engineering clinic of all times should be under the auspices of a wholesale grocers organization, and not under the auspices of equipment people," Maintain emphasized.

## How Does Wholesale Grocer Fit Into Planning Picture?

"I understand that more than three quarters of the wholesale grocers of the country today sell store display equipment of some kind. Wholesalers have told me that they have been approached by almost every refrigerator manufacturer in the country of any consequence with a proposition by which they could sell refrigerated display cases at less than or very little bit more than 10% above the dealer cost.

"I have seen grocery wholesalers' advertisements offering refrigerated display equipment at 40% off the list price, yet it costs the average refrigerated dealer over 20% of his selling price to do business. Some wholesalers who are acquainted with this fact use it as a sales argument to their customers to get the business for the wholesaler.

"Maybe the sale of display equipment is trending away from refrigerator dealers toward wholesale

grocery channels. Maybe this is as it should be. The ultimate channel of distribution will be that channel of distribution which renders the greatest service to the retailer at the lowest cost.

"Wholesale grocers complain that in general, refrigerator dealers will not work with them at a reasonable margin, and that they are therefore forced into the equipment business themselves. It seems to me that wholesaler dealer relationships at the present time are far from satisfactory. Instead of their interests being antagonistic, closer exploration may find their interests mutual.

"Some equipment dealers are trying to figure out a way to legislate the wholesale grocer out of the equipment business," Maintain commented. "Leave him alone. What with co-ops, chains, old-fashioned methods of his own to correct—he's got more troubles than we have.

"All he's doing anyway is trying to find himself new products and new markets. It is better for us to find ways to work with him, to show him how we can render him a service in planning outstanding stores for his customers, how we can supply proper equipment, with adequate service, at reasonable costs."

## Modernization Show, Set For March, Is Postponed

NEW YORK CITY—The fourth International Store Modernization Show scheduled for the Hotel Stevens in Chicago next March has been postponed, John W. H. Evans, managing director of the Store Modernization Institute, announced recently.

**Watch** your customers brighten when they spot Brewer-Titchener's new DC-10 Display Case. They've never seen a small case with so much sales appeal—and, for that fact, neither have you!

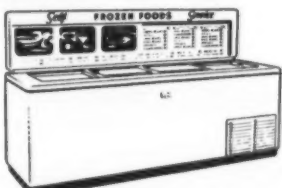


MODEL DC-10  
Available with or without superstructure.

**This new BTC case turns a little space into a LOT of profit...**



SMART-LOOKING 16 Cubic Foot Display Case.  
Model DC-16. 76" x 28". With or without superstructure.



ROOMY 23 1/2 Cubic Foot Display Case.  
Model DC-23. 96 1/2" x 28". With or without superstructure.

**SO MUCH STORAGE SPACE** in such a small cabinet... holds a full 10 cubic feet in a floor area only 55 1/2 by 20 inches!

**SO GOOD-LOOKING TOO** with its gleaming-white finish and stainless steel top trim... an eye-catcher in any store!

**PLUS ALL THESE BTC FEATURES**... all-steel Bonderized cabinet, vapor-sealed insulation, Thermopane glass sliding lids, capillary expansion, lateral-plate evaporator, and a five-year compressor and food spoilage warranty. Write Brewer-Titchener today for the full story on the new DC-10, as well as on these other fine new cases!

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for UNIT COOLERS • FROZEN FOOD  
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See your jobber or write for free  
bulletins and installation data.

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America's Foremost exclusive  
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including "de-frost-it" for  
domestic refrigerators, only

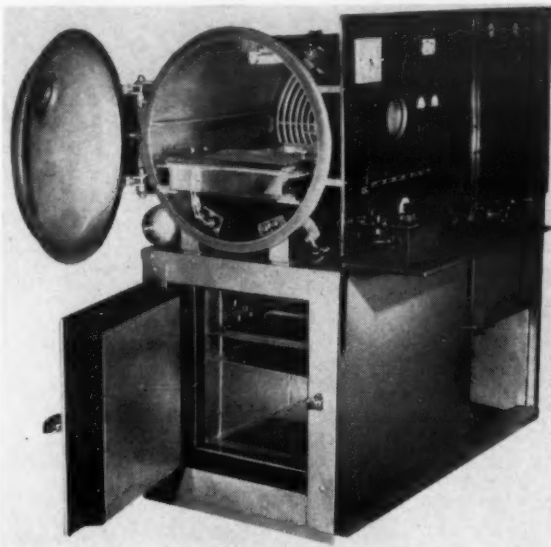
\$9.95

## "KNOW HOW"

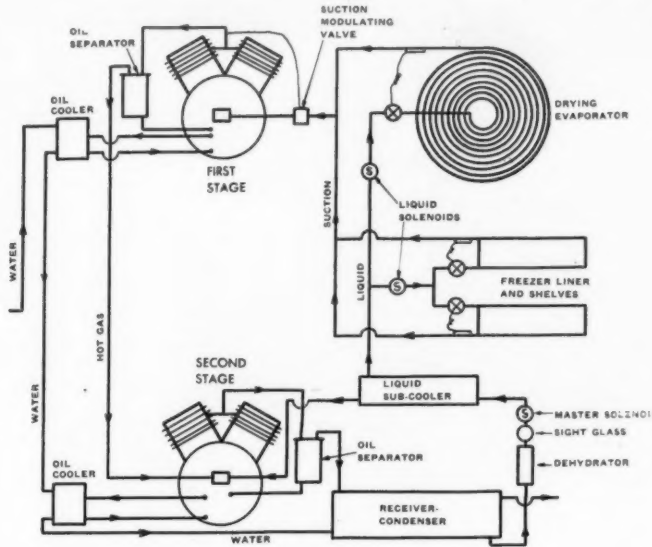
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MEMBER:  
Southern Association of Private Trade Schools  
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PRODUCTION MODEL (left) of pharmaceutical cabinet produced by Refrigeration Systems, Inc. to permit "freeze-drying" of such items as today's "miracle drugs." After being frozen at -70° in lower cabinet, material to be dried is placed in upper vacuum chamber. Combination of infrared heat and high vacuum pulls out moisture which freezes on circular refrigeration coil at rear. SCHEMATIC (right) shows two-stage refrigeration hook-up for production model pictured at left.



sulation in itself, points out Lazar. Absence of air also eliminates air movement.

Alongside the vacuum chamber are two control panels, one for operating chamber itself, and other (and much simpler) for the refrigeration system. Somewhat elaborate controls are needed for the chamber because of such factors as the necessity of maintaining the infrared radiation at exact wave-length required.

If the material being dried starts getting too warm (as indicated by thermocouples), then the infrared heater is shifted to intermittent operation. Lowering the voltage to the heater would change the wave-length, so intermittent operation is employed instead.

In working out the design for this cabinet one of the major problems encountered involved the "condenser" or evaporator in the drying chamber, points out Lazar.

### PROBLEM: REFRIGERATION WITHOUT HEAT TRANSFER?

"Designers were handicapped by the fact that the process involved refrigeration without transfer of heat in the generally known sense. With the vacuums utilized in the processing chamber, transfer of heat is almost entirely due to condensation of water vapor at very low density. No standard data exists for computation of heat flow under such conditions. Design of these surfaces, therefore, becomes somewhat empirical and is based on test data and operating experience.

"In the self-contained model a double pancake-shaped coil constructed of copper tubing is placed in a vertical plane at the rear of the vacuum tank. For larger production applications increased 'condenser' surface is obtained with a bank of vertical, parallel freezer plates at the rear of the vacuum tank.

"Where defrosting time is a factor, use is made of a special, double freezer plate. This, in effect," Lazar explains, "is a parallel-flow heat exchanger carrying refrigerant on one side for the drying cycle and steam, or some other hot medium, on the other side for the defrosting cycle."

An interesting observation made by Lazar reveals that the build-up of frost on the evaporator during the drying process has little if any effect on the heat transfer rate to the coil.

"Apparently because of the high  
(Concluded on next page)

## Test Cabinet 'Freeze-Dries' ACTH

High Vacuum, Infrared Radiation Enable New Low Temperature  
Laboratory Cabinet To Preserve Heat-Sensitive 'Miracle Drugs'

By C. Dale Mericle

CHICAGO—After many years of experience with custom-built low temperature test cabinets, Refrigeration Systems, Inc., here, has gone into production on a new pharmaceutical cabinet that not only provides low temperature storage but

permits "freeze-drying" of heat-sensitive biological and pharmaceutical materials, announces Joseph H. Lazar, head of the firm.

"Freeze-drying" is an all-important step in the production of today's "miracle drugs," including the new ACTH preparation that has excited the medical profession around the world. In fact, Refrigeration Systems designed and installed the large "freezer-dryer" with which this latest wonder of the medical world is now being produced in quantity.

The new production model cabinet just introduced, however, is primarily intended for laboratory use, but it can be employed in small-scale processing, too. Incidentally, the Chicago firm will continue to turn out the special "Hudson Bay" custom jobs for other low temperature applications.

Laboratory model as designed by Lazar employs the "Selective Absorption" drying process developed by the Dry-Freeze Corp. of Chicago which incorporates a combination of high vacuum, infrared radiation, and low temperature. This permits almost 100% drying of such products as some of the miracle drugs which can only be kept for any length of time if they're almost perfectly dry. Many of these are extremely sensitive to heat, so conventional drying methods cannot be employed.

### HOW 'FREEZE-DRYING' PROCESS WORKS

First step in this drying process after the drug has been prepared in the liquid form is to freeze it at around -70° F. Then it is placed in the "freeze-dry" chamber. While an extremely high vacuum is pulled on the chamber, the drug is exposed to infrared rays of a pre-determined wave length. Combined effects of the vacuum and infrared cause the moisture in the drug to "sublimate," that is to change directly from the frozen state to the vapor state without passing through the liquid stage. (If the frozen drug were allowed to melt, it would be useless).

Purpose of refrigeration in this process is then to absorb the moisture vapor driven off from the drug by collecting it in the form of frost on a coil operating at -60° F.

(The low temperature evaporator coil on which the sublimed moisture collects is called a "condenser" by the laboratory technicians, cautions Lazar, who fears that a refrigeration serviceman called in on these units might be confused by the laboratory terminology.)

In addition to providing the refrigeration for this process, the cabinet introduced by the firm also has space for freezing or holding the drug prior to the drying operation. Refrigeration system is a two-stage "Freon-22" hookup, which has some interesting features.

### HOW 'FREEZE-DRYING' CABINET IS CONSTRUCTED

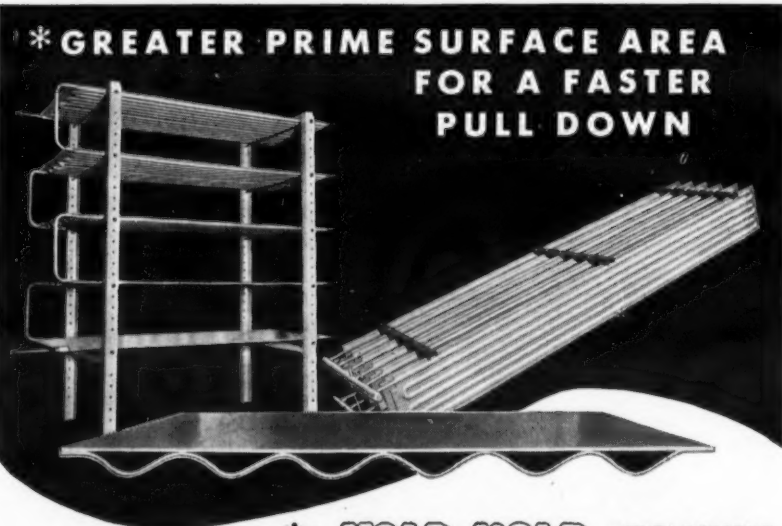
Storage or freezer compartment, which measures 3 by 3 by 3 ft., is heavily insulated and is mounted on the bottom of the angle-iron frame-

work. Top, bottom, side walls, and rear of the cabinet liner are refrigerated as are two plate shelves. Top shelf is provided with flexible refrigerant connections so it can be adjusted over a limited range if necessary.

Normally this cabinet is designed to hold -75° for freezing and -50° F. for storage.

Above the cabinet is the large, heavy circular chamber in which the actual drying is done. In this is mounted the special rack containing the 1,500-watt infrared heater and at the rear of the cylinder are the refrigerant coils, which operate at -60° F. Heavy door on the front of the chamber is hermetically sealed so the high vacuum can be maintained.

Although the chamber operates at low temperature, it is not insulated. This isn't necessary because the high degree of vacuum (75 microns or 0.003 in. Hg.) provides excellent in-



\* GREATER PRIME SURFACE AREA  
FOR A FASTER  
PULL DOWN

### \* A KOLD-HOLD DEVELOPMENT

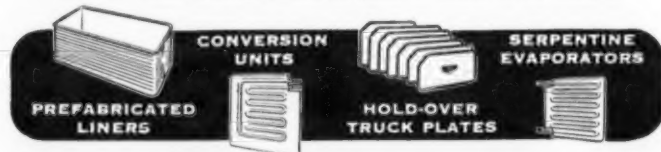
You get dependable refrigeration at lower cost when you use refrigeration plates with "Serpentine" design. These lightweight plates cool large areas quickly yet take up less room than conventional designs. They have no internal tubing or piping so their weight per square foot is extremely low, and installation is simplified.

One outer surface of the plate is flat and the other is embossed to form the channels through which the coolant flows. This provides direct refrigerant contact and the equivalent of 100% prime surface. The size of the refrigerant pas-

sage and the smooth contour of the return bend reduces pressure drop to the absolute minimum. Plates can't possibly become clogged or oil logged.

The flat, top surface of Serpentine Plates adapts itself readily to the construction of shelves and stands and banks to add extra convenience to holding and freezing rooms. Once installed, they provide a lifetime of efficient, dependable refrigeration performance. For proof... just ask anyone who uses one of the half million Kold-Hold Serpentine Plates in use today.

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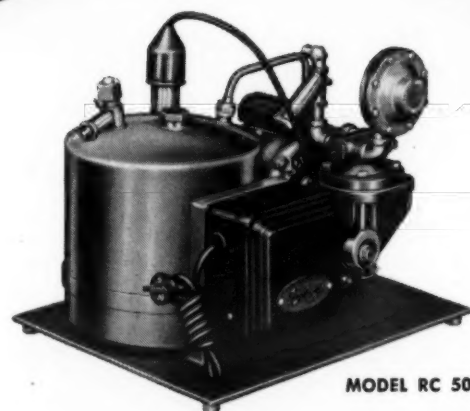
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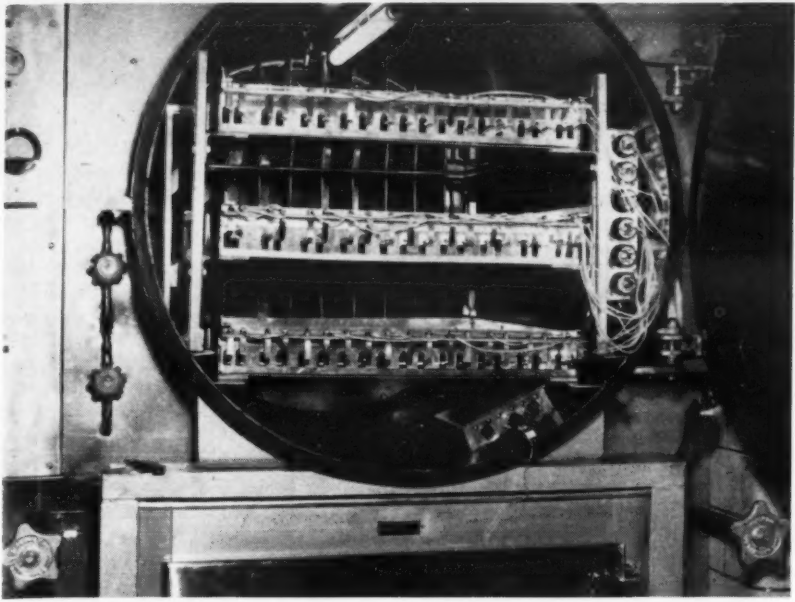
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Complete with gas  
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THE LARGE-SIZE freeze-drying cabinet built by Refrigeration Systems, Inc. produces the "miracle-drug" ACTH in quantity. Note that there are three infrared heater racks and that vertical plates (rear) are employed to collect moisture driven out of the product.

## New 'Freeze-Drying' Cabinet for ACTH

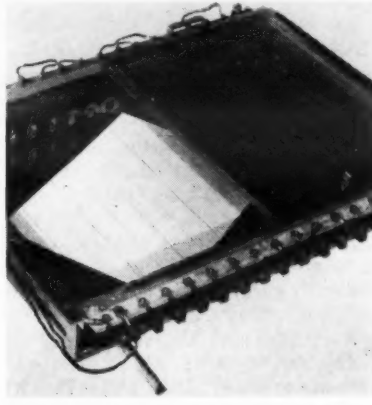
(Concluded from preceding page) vacuum, no air is trapped in the frost as it accumulates on the coil, and thus the frost does not become an insulator as it does in conventional applications.

The two-stage "Freon-22" system employs two conventional four-cylinder compressors that have been slightly reworked for this application. Their nominal ratings are 1½ and 2-hp. An important part of the system is the Lazar Suction Modulating Valve, a valve devised by Lazar for the suction line just ahead of the first stage pump.

This valve is actuated by the head pressure of the first-stage pump, and it modulates the flow of suction gas to the pump so that it won't overload the capacity of the motor. This is important, especially when first starting up the unit after it has been idle. Both compressors are driven off one 3-hp. motor.

Oil coolers and oil separators are provided for each machine, and the circuit also includes a liquid sub-cooler after the second stage.

Refrigerant circuit is as follows:



INFRARED HEAT to help drive off moisture from "miracle drugs" is produced by this special rack. White paper provides contrast to show wire heating elements.

Hot discharge gas from the first stage machine goes through an oil separator to the suction port of the second stage pump. Discharge gas from the second pump passes through another oil separator and thence to the water-cooled receiver-condenser. From here the liquid goes through a dehydrator, sight glass, and master solenoid to the liquid sub-cooler.

In the sub-cooler, part of the liquid is fed through a thermostatic expansion valve to sub-cool the liquid, the suction line from this being connected to the suction of the second-stage pump.

Most of the liquid, however, is supplied to the drying evaporator in the vacuum chamber and to the freezer compartment. Separate thermostatically controlled solenoids control the liquid line flow to each of these lowsides.

The thermostatic controls are designed for a broad range—from -110° to more than 200° F., according to Lazar, who explains that the high temperature range is required because the thermostatic elements must be able to withstand the high temperature involved in sterilization without rupturing the bellows.

There is a single thermostatic expansion valve for the circular coil in the vacuum chamber, while the liner and shelves in the freezer compartment are arranged in two circuits of about equal surface, each with its own expansion valve.

Suction from both the lowsides returns to the first-stage compressor through the suction modulating valve previously mentioned.

The oil coolers for each compressor are cooled by the condenser water which flows through the cooler for the first compressor, thence to the oil cooler for the second compressor, and finally through the condenser-receiver.

## Wounded GI's Get Top Care on Air Cooled Ship at Pusan

SYRACUSE, N. Y. — Wounded Americans from Korean battlefields have had quickly available hospital comforts, approximating the best to be found in the United States aboard the air conditioned Navy hospital ship, the *U. S. S. Consolation*, according to Carrier Corp.

The *Consolation*, one of six modern, air conditioned hospital ships completed during and immediately after World War II, has been in action alongside a dock in the supply port of Pusan, since shortly after this country started fighting in Korea.

Litter cases from frontline fighting in that often dusty or swampy and malarial mosquito-afflicted country, have been brought to the ship for recuperation and treatment in clean, cool wards and operating rooms.

The *Consolation* and its sister ships are listed as among the most completely air conditioned of all Navy vessels. Each of the ships has been equipped by Carrier Corp. with eight reciprocating compressors for air conditioning purposes, and two additional compressors for refrigerated food storage.

The compressors incorporated in the air conditioning system produce 300 tons of refrigeration.

With this system distributing filtered air throughout at controlled temperature and humidity levels, the *Consolation* is sealed against mosquitoes and other insects. It is kept both comfortable and sanitary, despite the sub-tropical climate.

Other Navy hospital ships in the *Consolation* class are the *Haven*, *Sanctuary*, *Tranquility*, and *Repose*. A sixth, the ill-fated *U. S. S. Benevolence*, recently capsized after a collision in San Francisco harbor.

## Reorganization Plan Set Up For Drayer-Hanson, Inc.

LOS ANGELES—A reorganization plan for Drayer-Hanson, Inc., local manufacturer of air conditioning and refrigeration equipment, was announced recently by George J. Morton, president.

Morton recently bought an interest in the company and was elected president. Other officers elected were Albert Hanson, vice president and secretary; C. T. Lisko, treasurer; and Katherine V. Senne, assistant secretary and assistant treasurer.

Directors are Morton, who was a former Indiana industrialist, Frank O. Maxwell, Morris B. Pendleton, Martin J. Burke, and Scott M. Hauser.

Under the plan, the company will offer its stockholders new common stock on the following bases:

A total of 85,011 shares on a share for share basis for the present Class A stock plus one new share for every 100 shares of common.

Up to 255,033 shares of common at 40 cents per share in the ratio of three shares for each Class A share.

Another 170,972 shares, plus \$100,000 of five-year notes will be issued for claims against the company. An additional 8,000 shares and \$4,000 of five-year notes may be issued in exchange for other outstanding claims.

## Gay's of Beaumont Adds 2 New Appliance Depts.

BEAUMONT, Tex.—Gay's which handles Philco and Gibson refrigerators, Zero Plate and Victor beverage coolers, Oasis water coolers, Mills ice maker, and other merchandise, announced recently the completion of an expansion program, including two complete appliance departments and two new showrooms.

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## New Eureka Williams Gas-Fired Absorption Type Air Conditioner Energized by Steam

BLOOMINGTON, Ill.—A new gas-fired absorption type air conditioner using low pressure steam as the source of energy input was introduced at the Gas Appliance Manufacturers Association exposition in Atlantic City by the Eureka Williams Corp.

M. V. Stagg, assistant to the president of Eureka Williams, said that the new 10-ton Williams Air-O-Matic air conditioner is essentially a "water chiller" unit which can be tied into any air duct system with the proper coils and filters.

Explaining the "water chiller" feature, Stagg said, "It has two advantages: First, it permits units to be installed singly or in multiple series to any air conditioning duct system, thus permitting a step by step expansion of air conditioning facilities through additional Air-O-Matic units and without the necessity for replacing the entire system."

"The second advantage is in 'zone control.' Separate units can be installed economically in various parts of a building, each of which requires a separate temperature."

Stagg said, "The unit is assembled and sealed at the factory and can be installed by any competent steam fitter and electrician. Occupying only 10 sq. ft. of floor space, it can be passed easily through any 28-in. opening without removing frames or casements."

He added that no specialized engineer was required to operate the unit since it is energized by low pressure steam.

According to the executive, the only wearing parts of the unit are

the pump bearings which can be replaced in the field. Because the unit is hermetically sealed, it does not require draining at the end of each season and recharging at the beginning of the next.

Two of the more important new features which distinguish the unit from those previously tested are the use of copper throughout the entire refrigeration system which precludes corrosion and sludging, and the new open-end cooling tubes which permit removal of "hard water" scale without interfering with the sealed system.

Full production date on the new Air-O-Matic was not revealed, however. Stagg said, "We hope to have a limited number of Air-O-Matics available for installation sometime before the summer of 1951."

## Kelvinator Names Gunberg As Washington Zone Mgr.

WASHINGTON, D. C. — Appointment of W. R. Gunberg as Washington zone manager of the Kelvinator division, Nash-Kelvinator Corp., to replace J. J. O'Neil, who retired, was announced here recently by the company.

Gunberg, in the appliance industry since 1925, has had his own dealership, and has held various executive positions with appliance manufacturers. He was formerly a Kelvinator zone manager at Newark and, prior to this present appointment, worked in Seattle.

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Many others have found that Superior-engineered products save them time and money in installation and repair costs when they are used as initial equipment on the job. Globe valves, Line valves, Economizers, Driers, Sight Glasses and a host of quality Superior products are made in a number of types and sizes assuring good performance in any size refrigeration system. Remember always to specify Superior for all your new equipment and replacement parts—and let your local wholesaler do the entire supply job.

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## INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1) never on emotional impulse; and above all, we must apply and adapt the natural laws that govern our economy and never seek to repeal or obstruct them."—BERNARD M. BARUCH.

### History Repeats

Bob Price memoes "Dope" as follows:

"For some time a framed letter on the wall of Walker & Downing (advertising agency, Pittsburgh) has fascinated me. This last trip I copied it off. You may get a kick as I did. Here it is."

Exec. Mansion  
Oct. 17, 1861

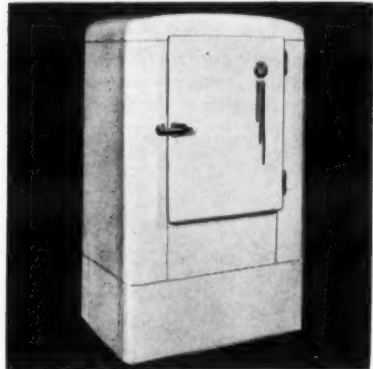
Majr Ramsey

My dear Sir—

The lady—bearer of this—says she has two sons who want to work. Set them at it, if possible. Wanting to work is so rare an event, that it should be encouraged.

Yours truly,  
A. LINCOLN

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### Kettering Advises

On accounta this column has to be written several weeks in advance, we're a bit late with this report. On the occasion of his umpty-umth birthday, the fabulous Charles F. Kettering exclaimed to interviewers:

"I don't hold much with this celebration of birthdays. A year is nothing. In our laboratory we've been working on problems for 50 years. We're still at them. That makes a year seem pretty unimportant."

"Retire? I don't know what that word means. You can't retire from obligations. You can abdicate, but the obligations are still there."

"We're off on the wrong foot here in this country about the joy of idleness. Men who find they have enough money to 'retire' learn in a few weeks that it is a horrible state."

"Nothing in this world is more stimulating than work—and never were there such opportunities as we have now!"

### For Your Information

T. Irving Potter, who has nailed down more than 50 patents in the refrigeration field, thinks that patent suits today are too technical to be adjudicated by men without scientific or engineering background.

Three other inventors who hold the same opinion are Clarence Birdseye, father of the frozen foods industry; Edwin H. Land, president of the Polaroid Corp.; and John Hays Hammond, Jr., controller of several patents in the electronics field.

These four convened in the summer of 1950 to see what they could do about this situation. Out of their conversations a new organization came into being—the Patent Equity Association, Inc. Its object: to spearhead a drive for special Federal patent courts manned by judges with technical training.

Specifically, this "non-profit" group seeks and proposes Federal patent courts at the district level; a special court of patent appeals within the present Federal court system; and appointment of judges for these courts on the basis of education and experience in science, engineering, and patent law.

Potter, who is president of Potter & Halsey, Inc., a New York management counselling firm, was chosen to head this tight little amalgam. The association has nine directors and an advisory committee of 36 patent lawyers.

"No general lawyer would think of handling a patent case because he realizes that patent law is a complex specialty," the chairman observed, while commenting on the need for special patent courts. "Yet we have assumed that a judge without any training or experience in this spe-

cialty can mete out justice in patent suits."

When Bell and Edison were climbing to fame, a potent patent was a real incentive and a guarantee of wealth.

Not so today, Potter argues.

"Even such geniuses as Marconi and Tesla would find it difficult to thrive under our present weakened patent protection," he claims.

He calls attention to the fact that patent applications have fallen by almost 50% in the last two decades. America's technological supremacy, he warns, "is threatened by the costliness of patent litigation."

Birdseye and Potter warn: "the concept of the patent system and the basic patent laws are sound, but they have been largely vitiated by judicial interpretation. The time has come to revive the incentive which the patent system was intended to provide to inventors, manufacturers, and investors."

### Out of Our Mailbag

George Mills, publicist for the Refrigeration Equipment Manufacturers Association (which was founded in the offices of AIR CONDITIONING & REFRIGERATION NEWS) contributes:

"REMA held its last Board of Directors Meeting at the Seaview Country Club, Absecon, New Jersey. Five of the directors decided to do some deep sea fishing, so they motored over to Atlantic City one afternoon. The party consisted of Jim Dailey, Ted Coggin, John Dube, Paul Craft, and Jack Searls."

"Ocean fishing is big stuff, and they had big plans. They were outfitted with a good boat, lots of bait, proper fishing gear, plus plenty of food and drink, and out into the Briny Deep they sailed for an afternoon of fishing."

"Whoever caught the biggest fish was to receive one dollar from each of the other members. 'Dube' was the only man who found anything on his hook—and even his 'catch' was dubious. John had hooked a bit of seaweed. Attached to that seaweed was a small mussel. This minor shellfish comprised the entire catch of the afternoon."

John claims he won the bet.

Four stalwarts refuse to pay.

"Since when does a mussel rank as a fish?" they argued. "What you hooked was seaweed."

No one would have guessed that these five "big businessmen" were all mussel bound, gags George Mills.

### Who Has More Fun?

From the *Jefferson Republican*:

"A re-write man on a newspaper answered the city desk phone one day and an excited male screamed at him . . . 'My wife just had triplets!'"

"Will you repeat that?" asked the re-write man, reaching for pad and pencil.

"Not if I can help it," said the other fellow and hung up.

"Such a story proves that men are people and this column has gone to great length to prove that men are not only people . . . but very common people. Herewith are samples taken at random from letters we have received in reply to our inquiry 'Are Men People?'"

"Example No. 1 is a communication from Mrs. O'Hara Mulligan, who was, before her marriage, Pocahontas Lee-Washington Jefferson of Uppertownville, Loudoun County, Virginia. She says: 'I was the last unmarried of four daughters, and at the suggestion of dear Papa I wedded a man from North Carolina. I should have known better. It soon became evident that Mr. Mulligan was not of my social level. For example, he insisted on wooden toothpicks at the table whereas dear Papa had a gold one on the end of his watch chain and always used the pick carefully hidden by a damask napkin when eating corn. Mr. Mulligan had a

ferocious habit of hauling out a bowie knife and cutting himself a chew of tobacco, expectorating the juice on my rose bushes through the open dining room window. (He never missed either.) He was very uncouth . . . leaving his soiled underwear, socks, and shirts hanging on the bed posts . . . seldom putting down the lid on anything . . . and, he whistled at meals."

"Unfortunately dear Papa died of apoplexy in Leesburg one day while reaching to the sidewalk for a cigar butt. Mr. Mulligan had the grace to pass on shortly after leaving me a million dollars. Now I have a racing stable and a most attractive farm manager."

Home Appliance Store  
Frigidaire Household and  
Commercial Appliances  
Milbank, South Dakota

Editor:

I am very sorry that I find it necessary to write you again after two years of refraining to do so, but in 1948 you asked me to do this if you again got off the beam and needed some advice. You will have to admit you were way off then.

Your editorial of Aug. 21 clearly indicates the need of this letter now when you stated one was able to "go places" if he were able and willing to exert himself in the "Pre Roosevelt" days.

By that statement you infer that there was a total lack of those qualities in the manhood of America in the four, eight, and 12 years "Pre Roosevelt" when bank failures, bankruptcy, farm foreclosures, unemployment, soup kitchens, bread lines, and suicide were the order of the day. Better refrain from comparing the "Pre Roosevelt" days with present prosperous conditions or even your most ardent admirers (and advertisers) will take you to task.

Surely you know that our national income in goods and services during the quarter ending July 1, 1950 was at the annual rate of \$270,000,000,000. Compare that with "Pre Roosevelt" conditions and you will understand that "Pre Roosevelt" times are not wanted back in the good old U.S.A.

M. P. GARVEY

Answer: You're quite right that our total "national income" is fabulous at the moment.

And your recollections of the soup kitchens, apple-sellers, and general despair which accompanied F. D. R.'s ascent in 1933 are shared by quite a few small businessmen, including the writer. Times were tough then. No doubt about it.

Trouble is we tend to compare the late-lamented Depression with post-World War II artificial shortages, pre-World War III foolish hoarding, and our present spurious prosperity.

Do you really think that Roosevelt, Truman, Dean Acheson, and other Democrat big shots deserve the credit for new cars, television, and more "money" for less work? If so, please take another long look at the causes of our transparent "prosperity."

Actually, Roosevelt's New Deal was rescued by World War II.

And, at the very moment when Truman's "Deal" was running out of gas, his Korean Prelude to World War III revived our inflationary jag.

BUT:

Our phoney "prosperity" is predicated on two false bosoms: (1) inflated currency and credit, and (2) spending for wars—both past and contemplated.

The national debt increased from 34 billions of dollars to 281 billions during the Roosevelt-Truman Era—and is still going up. Much more paper money is in circulation, credit has expanded enormously, and prices of everything have mounted astronomically as a consequence.

Maybe you're better off, temporarily. How about your family? How much will your painfully-saved assets be worth to them when you pass on?

Incidentally, please note that World War II was master-minded by the idolized F. D. R., and that Woodrow Wilson led us into World War I. Both were Democrats.

Truman is a Democrat, and under him we suffered the Korean War.

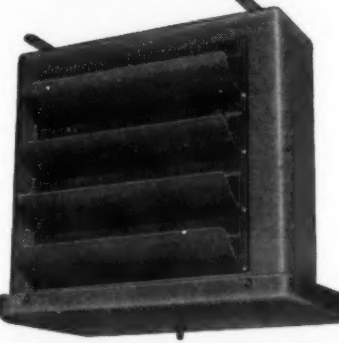
What does that prove? Nothing, really. Wilson and Roosevelt were victims of circumstances in that regard, it can be argued. Maybe Truman is, also.

My point is this: It's just as unfair to credit Wilson, Roosevelt, and Truman for "good times" as it is to blame them for the wars we had to fight under their administrations. Nor can we blame Hoover for the Depression, any more than we can say that Republican Presidents kept us out of war.

Fair enough?

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**LARKIN HUMI-TEMP UNIT**

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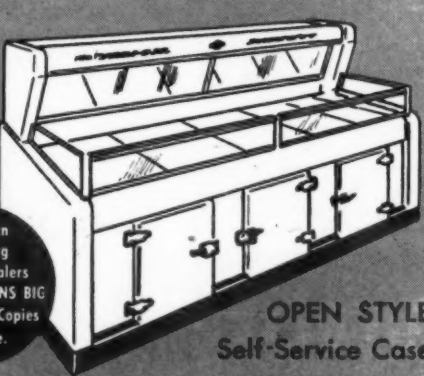
Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

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Finest Food Stores!



There's an interesting story for dealers in "Bally MEANS BIG BUSINESS". Copies available.

OPEN STYLE  
Self-Service Case

...ONE OF 62 DIFFERENT  
BALLY MODELS and SIZES

**Bally**

REFRIGERATED DISPLAY CASES  
Bally Case and Cooler Co., Bally, Pa.

Genuine Joe says . . .  
"WAGNER  
Commutators are the  
'Real McCoy'"

Wagner Commutators are best because they are precision built of the most carefully selected materials. Their rugged design provides extra strength and permits refacing with safety.



**Wagner Electric Corporation**  
2471 PLYMOUTH AVENUE, SAINT LOUIS 14, MO., U. S. A.



## Cards Alert Dealers To Westinghouse TV Show

MANSFIELD, Ohio — To keep dealers alert to Westinghouse Studio One television theater, a series of weekly jumbo postcards which give a brief "teaser" on the play and tell of the two products featured in the demonstrations, are being released by Westinghouse electric appliance division.

The cards feature dealer testimonials, urge the dealer to tie-in his store, and also serve as reminders to keep customers informed of the coming programs.

The cards are being mailed direct from Mansfield to major appliance as well as radio and television dealers. Because of delayed telecasts the cards are released in three mailings. The first covers the dealers in the "live" telecast areas and the second and third cover the one to two-week delay kinescope areas.

## Acquittal Held More Proof Served Outlets Law-Abiding

EVANSVILLE, Ind.—The acquittal of two Philadelphia firms on a Federal court charge that they conspired to fix the prices of Servel refrigerators sold in their area was cited recently by W. Paul Jones, president of Servel, Inc., as added confirmation of the law abiding practices of the firm and its distributors and dealers.

His statement follows: "We are naturally pleased at the acquittal of The Philadelphia Gas Works Co. and Motor Parts Co. on charges that they conspired to fix the retail price of Servel refrigerators in their area. While Servel was not a party to this suit, it is gratifying to get added confirmation of the fact that our dealers and distributors are operating in accordance with the anti-trust laws. We have felt right along that this and similar actions against Servel and/or its representatives were unjustified. This verdict bears out this belief."

## G-E Sales, Earnings For 9 Mos. Hit New Peaks

SCHENECTADY, N. Y.—General Electric Co.'s consolidated sales and net earnings for the first nine months of 1950 were both at record high levels for this period, President Charles E. Wilson announced.

During the first nine months of this year, the company's net sales billed totaled \$1,354,483,215, or 14% more than in the same period of 1949, and the net earnings amounted to \$112,919,454, an increase of 67% over the \$67,612,879 earned in the corresponding period a year ago.

These earnings were equivalent to 8.4 cents and to 5.7 cents, respectively, on each dollar of sales, and to \$3.91 and \$2.34, respectively, per share of common stock.

During the third quarter of this year, the net sales billed totaled \$473,432,973 compared with billing of \$388,615,888 in the same period of 1949.

## All New Orders for Universal Heaters To Be Filled In 1951

NEW BRITAIN, Conn.—Production of its Universal electric heaters for the rest of 1950 has been sold, Landers, Frary & Clark announced recently. The company said it is accepting dealer orders for the heaters for delivery after Jan. 1.



The wide acceptance of Standard's Counterflow Condensers proves their dependable quality. Sizes from 1/2 to 15 h.p. Used by refrigeration men for more than a quarter century.

Write for Bulletin C-3.  
STANDARD REFRIGERATION CO.  
332 S. Hoyne Ave., Chicago 12, Ill.

STANDARD  
STAINLESS STEEL EVAPORATORS  
LIQUID REFRIGERANTS  
COUNTERFLOW CONDENSERS  
SHELL AND COIL CONDENSERS

## Hotpoint Tests Television As Promotional Medium With 'Homemaker' Show

CHICAGO — Hotpoint, Inc., recently launched the first in a series of five a week television programs. The daytime show marks the advent of Hotpoint as a regular user of television.

Called "Homemaker's Exchange" and originating in New York City, the program will be sponsored daily from 4 to 4:30 p.m. EST, over the 24 station CBS television network. Signed for 13 weeks, the show will be a test of this medium for appliance promotion.

Edward R. Taylor, Hotpoint general sales manager, said the broadcast probably would be continued up to a year at which time a review of controlled tests, merchandising results, and audience reaction would dictate whether or not the company would add television to its advertising scheduling.

The cost of the show (via Maxon, Inc., Chicago) is included in an increased budget covering expanded newspaper and magazine advertising for the remainder of the year.

The latter involves greater use of double spreads in color in the *Saturday Evening Post* and *Life* and more concentrated use of newspaper advertisements through dealer cooperative advertising.

The homemaking type of show was chosen by Hotpoint for its initial try at television because it seems to lend itself to the promotion of the 12 different electric appliances for the complete kitchen and home laundry which the company manufactures in seven midwestern plants.

In-use demonstrations of the various appliances will fit naturally into the format of planning and preparing interesting daily menus.

Reaching into the key markets of 50% of Hotpoint distributors or their branch offices, the television presentation will be tied to a merchandising program at the local level.

Dealers will be encouraged to hold cooking schools in their stores at show time using operating models of Hotpoint appliances installed in a natural setting, and to let the broadcast help them make demonstrations in prospects' homes.

In some areas, cut-ins by local dealers or distributors preceding and following the telecast are being arranged. In addition, national magazine advertising will carry plugs for the show.

Louise Leslie, nationally known home economist and a staff member of the magazine, "What's New In Home Economics," will conduct the program. She has represented Hotpoint in the Pacific Northwest.

Initially, "Homemaker's Exchange" will have several other sponsors on a participating basis for non-competitive products.

Hotpoint's only other television trial was on Thanksgiving, 1949, when an hour-long dramatization was broadcast as the first of a "Holiday Hour" series. These were all radio shows following the one-time telecast and were heard on major holidays during the past year.

## Layton Named Head of IH Foreign Operations

CHICAGO — Joseph E. Layton, former general manager of International Harvester Co.'s refrigeration division and assistant director of foreign operations since last April, has been appointed director of foreign operations, it was announced by J. L. McCaffrey, IH president.

Layton will succeed Edward M. Ryan, who is to become vice president in charge of foreign operations. Both appointments will become effective Nov. 1.

Layton joined the company in 1936 as a draftsman at the McCormick Works, Chicago. In 1941, he was made assistant general superintendent of the McCormick Works. Two years later he became general superintendent, and in 1946 was made works manager.

Layton's service with the refrigeration division began in December, 1946, when he was made manager of manufacturing. In 1948 he was made general manager of the refrigeration division.

McCaffrey also announced that R. B. Bradley, director general of European operations, will succeed Layton as assistant director of foreign operations, effective Nov. 1.

## IH Dealers Sell 81,749 Refrigerators In 60 Days To Register 136% of Quota

CHICAGO — International Harvester refrigeration dealers hung up another sales record for the 60-day period ending Sept. 30 with the retail delivery of 81,749 refrigerators, the company announced.

In their 6/60 campaign designed to sell 60,000 units, the IH sales organization registered more than 136% of quota.

Equipment Distributors, Inc., of Boston, sold 302.5% of quota to lead all United States distributors. As a result of this record, Alvin Zises, head of the New England outlet, and his wife will be guests of Harvester on an all-expense-paid tour.

Mr. and Mrs. Zises will visit the IH refrigerator works at Evansville, Ind., the Chicago offices, and other points of interest at an early date.

While the Boston distributor was topping the field nationally, all of International Harvester's six sales regions and many distributors were

registering a big sales volume.

C. T. Patterson Co., Inc., Shreveport, La., were close on the heels of Equipment Distributors, the winner, with 289.6% of quota. Patterson's New Orleans branch also went over their quota with 133.7%.

The Houston, Tex., distributor, Lack's Wholesale Distributors, Inc., was not far behind the leader with 283.3%.

In registering these 81,749 sales in 60 days nearly all IH distributors and district sales offices topped their quotas.

Among the top-ranking distributors were: Southeastern Sales Co., Harlan, Ky., 218.0; Century Distributors, Minneapolis, 210.4; The Kane Co., Columbus, Ohio, 210.0; RCA-Victor Distributing Corp., Detroit, 206.2; Thomas Distributing Co., Los Angeles, 195.9; General Appliance Co., San Antonio, 187.3; The Thomas-Diggs Co., San Francisco, 177.9;

World Radio & Appliance Co., Toledo, 177.5; Bruno-New York, Inc., 177.2; Lincoln Supply Co., Syracuse, N. Y., 170.0; and Chapman & Wilhelm Co., Charlotte, N. C., 163.1.

Leading dealers and personnel operating under IH district offices and distributors will receive special prize awards for the successful promotion.

## Marquette Appliances Adds Washers, Ironers

MINNEAPOLIS—Marquette Appliances, Inc., has added a line of washers and ironers to the appliances traded under the Marquette label, it was reported here recently.

Marquette manufactures refrigerators, home freezers, gas and electric ranges, water heaters, and coolers.

The new Marquette washers are reported to be made by Zenith Machine Co. and the ironers by Conlon-Moore Corp. Zenith is now turning out one conventional washer model for Marquette, and Conlon is producing three ironers. One ironer is a portable, another is mounted on a stand. The third is a cabinet model.



## ADDED "SALES MAGIC" in the "Magic Touch"

INLAND'S "ROCK-OUT" FEATURE WILL BUILD SALES AND PROFITS FOR YOU!

Something different has further increased the customer appeal of Inland "Magic Touch" Ice Trays! It's the "Rock-Out" feature, shown above. The user simply raises the "Magic Touch" lever... then "rocks" the grid to one side, exposing a whole row of freed ice cubes, to be used now or later.

The "Magic Touch" idea itself set an absolutely new standard of ice cube convenience. Now the "Rock-Out" feature attracts still more customers, helps close more sales, builds bigger profits for YOU!

National advertising pre-sells your customers. A strong campaign of national magazine advertising, with a balanced appeal to men and women, pre-sells prospects, your prospects, on the marvelous convenience of the "Magic Touch" with the extra "Rock-Out" feature. Cash in on this consumer demand. Make sure that the refrigerators you stock and display are factory-equipped, completely, with "Magic Touch" Ice Trays.

Easy replacement sales for quick profits. Many of your prospects are now getting along with outmoded, inconvenient ice trays. Show them "Magic Touch" Trays with the "Rock-Out" feature. You'll make many replacement sales, for quick and easy profits. And you'll build customer good will for later refrigerator sales!

New refrigerators fully equipped with Inland "Magic Touch" Ice Trays give your customers complete ice convenience



"Magic Touch" Ice Cube Trays  
by INLAND MANUFACTURING

INLAND MANUFACTURING DIV., General Motors Corporation, Dayton, Ohio



Customers understand "Rock-Out" convenience instantly!



Raise "Magic Touch" lever



"Rock-Out" the grid



Use one or more cubes



## They'll Do It Every Time . . . . By Jimmy Hatlo

**T**O HEAR EFFIE TELL IT SOMETIMES, HER HENRY IS THE BRAINIEST, MOST UNAPPRECIATED MAN IN THE WORLD...



**O**N THE OTHER HAND SHE'S GOT ANOTHER OPINION SHE TROTS OUT EVERY NOW AND THEN —



## Do You Have 'One Foot In the Door'?

"Easily understandable---

and a great aid to service engineers"

## REFRIGERATION PROBLEMS AND THEIR SOLUTION

by Paul Reed



Handy, practical, reference information for the refrigeration service engineer, "Refrigeration Problems and Their Solution" is written and illustrated so as to be of interest to salesmen, users, and others who want a fuller knowledge of refrigeration.

You'll like the way Paul Reed has organized his material . . . and he writes clearly, making these books easy to understand

and a pleasure to read. And because Paul Reed has such a wealth of practical knowledge of refrigeration, and years of experience behind him, you'll find reading these books the next best thing to a person-to-person chat about your refrigeration problems. Conveniently cross-indexed for instant use, "Refrigeration Problems and Their Solution" can provide "the missing link" in your search for authentic advice on "how to make it work."

### VOLUME 1

Measuring Temperature; What Heat Is; Temperature-Pressure Relationships; Components In the Compression Cycle; Expansion Valves and Their Properties; Capillary Tube; Float Valves; Heat Exchangers; Oil-Refrigerant Mixtures; Control Settings; Air Circulation; Multiple Systems; etc.

### VOLUME 2

Condensers; Compressor Shaft Seals; Defrosting Evaporators; Compressor Oil; Charging Refrigerant; Humidity and Air Circulation; Carbon Dioxide; Use of Gauges; Trouble-Shooting; Preventive Maintenance; Control of Moisture; Leaks; Care of V-Belts; Lapping Seals, Plates; Service Charts.

### VOLUME 3

Lost Time and Short Cuts; Refrigerants and Tables; Mollier Chart; Two and Three Stage Compression; Leaks and Moisture; Electric Currents; Single and Three Phase Systems; Motor Troubles; etc.

### VOLUME 4

Cleaning Parts Before Repairs; Compressor Noise; Compressors In Parallel; Frozen Compressors; Service Problems; Overloaded Motors; Making Money In the Service Business; Absorption; Evaporative Cooling; The Heat Pump; Comparative Cost of Fuels.

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"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

## What's Wrong with Democracy

**N**O wonder we're in a muddle of a mess! Here's how we Americans exercised our franchise in the last five presidential elections. In 1932 only 56% of the qualified voters exercised their rights, and in 1936 only 63% voted. In 1940 a mere 66% of the electors voted; and in 1944 only 57% of those who should cast ballots did. In 1948 only 51% voted.

Ohio responsible were appalled at this national non-voting trend, and made a local survey to see how these national averages compared with their own region.

Summit County, Ohio, which includes the City of Akron, was selected for their survey. Middle class groups—those who should be the most responsible citizens—were checked by the surveyors. Included in this "middle-class survey" were automobile dealers, Chamber of Commerce members, clergymen, independent grocers, doctors, members of Rotary and Kiwanis Clubs, independent druggists, and school teachers.

Akron has an active C.I.O. Political Action Committee. Also it contains an active and smooth-running Republican organization and a Democratic organization split by a factional feud. Combined, all these diverse-yet-integrated political factors indicate a high degree of political interest and a "favorable climate" for researchers.

The survey which intrigues us so intriguingly was made following the 1948 presidential election. Its results were counter-checked by taking the name of each individual in each selected group and checking it against the official records of the Summit County Board of Elections. (These records do not show how anyone voted, but do list the names of everyone who registered). In some instances the same individual was a member of more than one of these polled groups, in which case his name was tabulated only once. For example, when the same person was both an automobile dealer and a Rotarian he was tabulated as an automobile dealer on the assumption that he was more interested in the business from which he makes his living than in his Rotary membership.

Here's what the survey disclosed:

Automobile dealers—62½% voted; 21% not registered.

Chamber of Commerce members—75.43% voted; 19.35% not registered.

Clergymen—67.35% voted; 27½% not registered.

Independent Grocers—63% voted; 32% not registered.

Doctors—79.42% voted; 15.82% not registered.

Rotary and Kiwanis members—85.9% voted; 9.96% not registered.

Independent druggists—72.33% voted; 23.53% not registered.

School teachers—87.49% voted; 6.10% not registered.

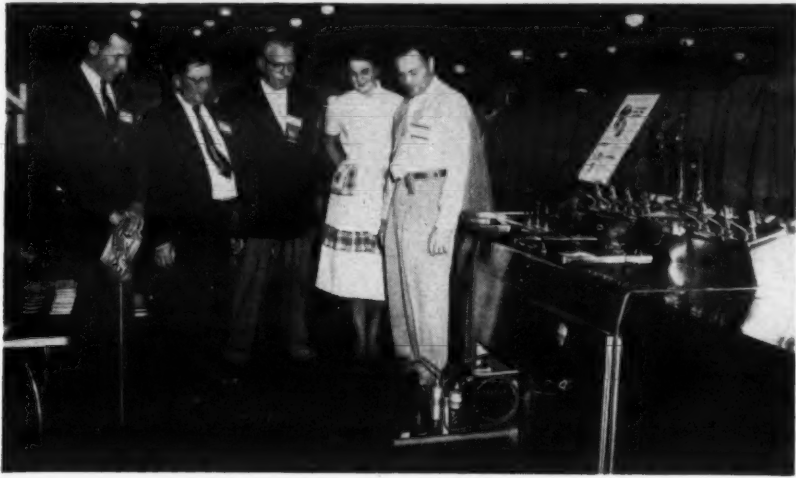
Conductors of this survey perorate: "The rise into power of the Mussolinis, the Hitlers, and other dictators was brought about by the apathy and indifference of the middle class people who failed to vote their convictions?"

It can't happen here? Why can't it? It is happening. If the very people who have the greatest stake in our American way of working and living together aren't enough interested to vote—to protect their heritage of freedom and to preserve constitutional government and American institutions—how can we assume that America won't be Russianized soon?

Right now we're being pushed over the precipice.



# 'What Was New' at the Dairy Industries Exposition



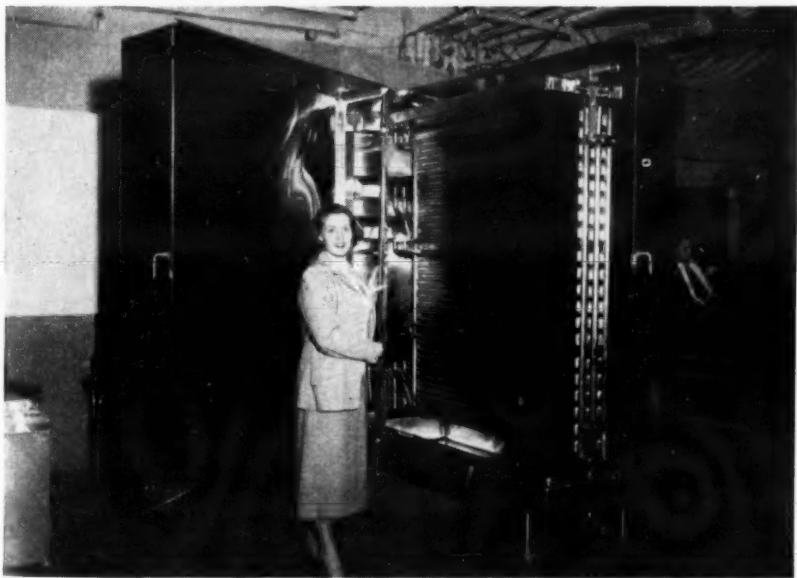
## Fountain Unit . . .

The pull-out condensing unit assembly in the self-contained dispenser unit in Weber Showcase & Fixture Co.'s new "Soda Master" soda fountain line is the focal point of attention for Robert Kohler and Harold Decker, ice cream men from Cridersville, Ohio, and Sherman Little, Frances McGettigan, and Jerry Monroe of Weber. The fountain dispenser, creamer dispenser, and sink units in the Weber line are all self-contained, and can be assembled to form any desired custom fountain setup.



## . . . Bottled Milk Vendor . . .

John Rieger and Robert Ulbrich of Ideal Dispenser Co. point out some of the features of the "completely packaged" refrigeration system which goes into an Ideal bottled milk vendor. Mounted on one chassis are compressor, condenser, and blower-type evaporator, and two blower motors.



## . . . And Cabinet Liquid Cooler Attract Attention

Sally Dougherty pulls out one of the leaves in Cherry-Burrell's new Rol-O-Flo cabinet cooler for cooling milk or other liquids. It was one of the many new refrigeration items displayed at the Dairy Industries Exposition.

## Weber Exhibit Features New 'Soda Master' Line

The innovation at the Weber Showcase & Fixture Co. exhibit was the new "Soda Master" line of fountain equipment, which permits the assembly of "custom" fountains of any size from three basic self-contained units (1) the fountain dispenser; (2) the creamer dispenser; (3) a three-compartment sink.

Fountain dispenser has a further new feature in the "Cappi-Col" sealed-circuit refrigeration system. Refrigerant from the condensing unit first goes to a flash cooler for both sweet and carbonated water, then to coils concealed in the wall of the syrup jar bank, and finally to coils which cool the storage compartment (for bottled goods) plus the crushed fruit jars, ice compartment, dipper well, and refuse can.

Condensing unit is operated by a thermostatic control which has a bulb in the water cooling stage of the system. The system is "pre-set" at the factory so that it will not cause water freeze-ups no matter what the locality.

System is so designed that it will operate from a wall plug-in. The 1/2-hp. hermetic unit is on a pull-out base for easy servicing.

Creamer dispenser is also a self-contained unit, offered in two sizes (55-gal. and 35-gal.) with the Weber "Roll-a-Door," and in three models (25, 35, and 55-gal.) with hinged lids. Models with the "Roll-a-Door" have wide storage strip and recess service top. The three-compartment sink which rounds out the ensemble has deep-drawn stainless steel sinks, pull-out sprayer, aerator swing spout faucets, and removable front grill with bulk storage beneath.

## Vilter Displays 53-Ton, High Speed Compressor

Vilter Mfg. Co. was showing a new 53-ton high speed "VMC" (multi-cylinder) compressor. It is built to operate at speeds up to 900 r.p.m. for high stage and 1,200 r.p.m. for booster service. Made up as a double unit with single drive it can provide 103 tons of refrigeration capacity in a relatively small floor area.

Also featured with Vilter ice accumulator LHS refrigeration system, consisting of a storage tank fitted with a generous amount of submerged refrigerant coil surface upon which ice is frozen, being built up to as much as 2 1/2 or 3 in. during "off peak" periods. When refrigeration is required a pump is started which takes chilled water from the storage tank and circulates it through the unit requiring refrigeration.

Such a system is particularly well adapted to dairies because they have a concentrated load for a relatively short period of time. The large compressor capacity necessary to meet such demands (where a storage system is not used) results in high power demand charge, excess investment in equipment idle many hours each day, inefficient operation in low demand periods, a need for operating engineers, and other costly factors.

Smaller dairies in particular are said to be demonstrating a growing interest in such storage systems.

## Ideal's Dispenser Has Package Cooling System

A "really complete" package refrigeration system has been incorporated into the bottled milk dispenser shown by the Ideal Dispenser Co.

The package system consists of a compressor, condenser, and blower-type evaporator all mounted on one frame.

Component parts consist of a 1/2-hp. or 3/4-hp. compressor, finned-tube circulator condenser, a round blower-type evaporator, and two blowers. This entire chassis is easily removable, being clamped into the dispenser with luggage clamps.

A piece of insulated board separates the condenser from the evaporator. Channels on either side of the board discharge air from the condenser, and carry air to the coil from

Published on this and following pages are reports and pictures of refrigerated equipment shown at the Dairy Industries Exposition held Oct. 16-21 at Atlantic City. A great number of the items described will be sold and serviced by the refrigeration industry.

Additional stories and pictures will be published in the following issue of the NEWS.

the storage compartment of the condenser.

Condensate is evaporated from the drip pan with the assistance of wetting agent which speeds up the evaporation process.

The Ideal coin operated vender will handle glass or paper containers, round or square. Vending apparatus has one moving part.

## Rowe Milk Vending Unit Has Two 'Vending Levels'

The Rowe milk vending machines, rated as fully automatic, have two vending levels which can be operated at the same time. The unit delivers both plain and chocolate milk. The machines hold 70 of the "Pure-Pac" type of containers (1/2 pts., 1/3 qts., pints or quarts) on each level, a total of 140 in vending position. One hundred containers can be kept in the pre-cool compartment.

Of the "Canco" type of container (1/2 pts. or pints), 108 can be kept on each vending level, and 70 qts. can be kept on each level. The pre-cool compartment holds 100 1/2 pts., 100 pts. or 70 qts. of these containers. The changemaker operates on any combination of coins up to a quarter and returns change in nickels and pennies.

The unit operates on a 1/4-hp. Kelvinator sealed unit and on a 110-volt a.c. circuit, 50-60-cycle.

## New Cabinet Cooler

Numerous items for ice cream and dairy plants were shown by Cherry-Burrell Corp. including Vogt continuous ice cream freezers. A new item was the Rol-O-Flo cabinet cooler for milk and other liquids.

## King Pictures Systems For Low-Temp Rooms

Systems for hardening, sharp freeze, or low temperature storage rooms as engineered by the King Co. of Owatonna, Minn., were outlined in pictures and drawings.

King is a leading advocate of air distribution through ducts and modern "air conditioning type" air outlets, and has designed and put into operation systems using Anemostat air diffusers that produce temperatures down to -30° F.

It is this company's theory that proper air distribution in such applications is as an important an element in the successful operation as proper coil and compressor selection.

It is also pointed out that such systems permit the location of the refrigeration components outside of the storage area, thus providing a maximum storage area for the product.

## Dry Expansion Systems In GR Cabinet Fountains

Grand Rapids Cabinet Co. has gone to dry expansion refrigeration systems throughout its entire new line of soda fountains, it was revealed at the show. Temprite coolers will be used.

Another innovation in the line is the use of a new type stainless steel lid throughout. All equipment will be built so as to be six inches off the floor, to conform to sanitary regulations throughout.

Grand Rapids Cabinet introduced two new bobtail soda fountains at the show.

for better

## REFRIGERATION CONTROL

"One Valve Instead of Nine"

specify

# GENERAL CONTROLS

Whatever the control problem . . . whether it's product control . . . or process control . . . in any application where a higher level of operating performance is the goal . . . automatic controls more often than not form the solution . . . and in the field of automatic controls . . . there's certain to be a General Control that can be relied upon to do a better job. That's why more and more of the leaders in American industry are joining in the big swing to General Controls . . . that's why there are so many new voices in the rising chant that "for the best in automatic control, it's General Controls."

K-155 Magnetic Potted Piston Valve (For Methyl, Sulphur Dioxide, Freon and Ammonia).

SA-68 Strainer - For all refrigerants including Ammonia (Iron pipe sizes 1/2" to 2", inclusive).

SY-68 Strainer - For all refrigerants including Ammonia (Iron pipe sizes 1/2" to 2", inclusive).

L-59 T 119 Temperature Control

L-59DP 105 Combination High and Low Pressure Control

V-200 A Thermal Expansion Valve. Capacity 1/2 ton.

V-200 B Thermal Expansion Valve. Capacity 1 ton.

V-200 C Thermal Expansion Valve. Capacity 2 tons.

K-255 Magnetic Stop Valve (For Methyl, Sulphur Dioxide, Freon and Ammonia).

SC Refrigeration Defrost Switch.

V-200 D Thermal Expansion Valve. Capacity 5 tons.

America's Most Complete Control Line. See your local wholesaler or secure his name from nearest General Controls Branch Office.

## GENERAL CONTROLS

801 Allen Avenue Glendale 1, California

Manufacturers of Automatic Pressure, Temperature, Level and Flow Controls

FACTORY BRANCHES: Baltimore 5, Birmingham 3, Boston 16, Buffalo 3, Chicago 5, Cincinnati 2, Cleveland 15, Dallas 1, Denver 4, Detroit 21, Glendale 1, Houston 6, Kansas City 2, Minneapolis 2, Newark 6, New York 17, Philadelphia 23, Pittsburgh 22, St. Louis 12, San Francisco 7, Seattle 1, Tulsa 6. DISTRIBUTORS IN PRINCIPAL CITIES

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## Filtrine

HIGH EFFICIENCY

Costs no more  
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Service  
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COOL, CLEAR, DECHLORINATED  
WATER WITH . . .

### FILTRINE FILTER-DECHLORINATORS

Eliminate tastes, odors, foreign particles. Promote cooler satisfaction — dealer sales.

A Few Choice Areas Open for Factory Representatives

## FILTRINE MANUFACTURING CO.

53 LEXINGTON AVE., BROOKLYN 5, N.Y.

**CAFETERIA  
WATER COOLERS**

Stainless steel. Special cafeteria design. High capacity, super storage. Shelves, glass-fillers and/or bubblers as required.

**INDUSTRIAL  
PROCESS COOLERS**

Temperatures to 34° sustained as set. Special features for bakery, bottling, other processes. Rugged construction.



## Fogel Case Doubles As Check-Out Stand

Traffic stopper at the Fogel Refrigerator booth was the new "Angle Vision" frozen food merchandiser model 72 UF, which has a capacity of approximately 495 average packages. Feature of the case is that it can "double" as a check-out counter. It can be obtained with a Formica top for this purpose. The model 72 UF is 6 ft. long, has an over-all height of 39 in. and an over-all depth of 27 in. It comes either self-contained or remote.

Also shown was the Fogel triple-deck self-service merchandiser model DCO-6. Equipped with concealed fluorescent lights and mirror, this model has removable glass ends and removable shelves, permitting easy cleaning and free circulation of cold air. Each shelf of the merchandiser is individually refrigerated. The triple deck model has a capacity of 30 sq. ft. of display space and occupies approximately 19 sq. ft. of floor space.

A new model is the self-service open merchandiser model FC 0-8R. The unit has a glass front with decorative metal trim below the glass. The over-all height of the new merchandiser is 60 in., while the height to the cabinet opening for self-service is 40 in. It is available in 8-ft. lengths. Additional features of the merchandiser are angle mirror backing, price molding slots running the entire length of the cabinet, and curved glass ends from the top of the cabinet to the self-service opening.

Also shown was the model RW-7 "Full-Vision" wall case. The model RW-7 is 80 in. high, 86½ in. long, and has a depth of 31½ in. The gross cubic foot capacity is 78 cu. ft., while shelf area, including floor, is 58.5 sq. ft. The model is equipped with 15 shelves, 22 in. by 26 in. The shelves are adjustable, and fabricated of rustproofed steel. It has interior fluorescent lighting, and the doors are of hard rubber on ball bearing rollers. It is designed for remote installation of the condensing unit. The unit also has a recessed base for toe room, and a diffuser type coil.

The unit also comes in a 60½-in. length model, which has a gross capacity of 52 cu. ft. with 38.36 sq. ft. of shelf area.

## 'Wedge Lock' Seals Sides of Walk-Ins

New method of connecting sections of walk-in refrigerators was shown by Reco Products Div., Refrigeration Engineering Corp. Said to provide an easy and simple means of connecting sections, the "Rotary Wedge Lock" exerts over 1,500 lbs. pull and is so constructed and employed that it does not destroy vapor seal of sections used in erecting the sectional units. The new connecting device is operated by means of a metal wrench which turns the lock to pull needed.

Also shown was a cutaway section of a "Frosti-Vault" ice cream hardening room which now comes in capacities up to 5,000 gals.

A "Frosti-Vault" reach-in for bulk storage, available in 31.6 and 51.6-cu. ft. capacities and of sectional construction, was an added feature of the display.

The Reco "Frosti-Stik" freezer which turns out frozen stick novelties was shown in a 6,000 pieces per day model. The units are made to turn out up to 96,000 pieces per day.

A new vertical hardening cabinet in all stainless steel was shown by Emery Thompson Machine & Supply Co. Feature of the cabinet is said to be the saving of floor space over horizontal models. The model shown had a capacity of 150 gals.

Also shown was the Model 2HSCA, a 10-qt. horizontal ice cream and frozen custard machine. The unit is self-contained, has full automatic controls, is of stainless steel construction and can be operated to produce both hard and soft ice cream.

The company's 20-qt. and 40-qt. freezers were also shown.

## Heat Exchanger Has Flexible Plate Setup

York showed a new all stainless steel plate heat exchanger designed for installation in smaller dairies. Features of the Model HT are the all stainless steel construction, free draining frame and connections and plates at a height to allow complete inspection and thorough cleaning. The unit is said to have increased flexibility to allow simplified changing of number or arrangement of plates and can be converted to different applications easily.

The Model HT and the larger Model HM are said to be particularly suited for heating, regeneration, and cooling operations involved in processing milk and milk products and for high temperature-short time pasteurization. Both models employ the York "Paraflo" plate.

The newest York "Flakice" machine which has a direct spray on evaporator and reduced size and weight was a feature of the exhibit here. The new method is said to produce clearer ice. Current model of the ice cube and crusher combinations was shown.

## 'Y' Type Compressor Runs Single, 2-Stage

On stage at the Worthington booth was a vertical, single acting ammonia compressor rated at 25 tons. Also shown was the company's "Y" type ammonia compressor which can be operated at single or two stage.

Features of the Worthington line of "Y" type ammonia compressors are large water jackets provided for cylinder and heads; large valve area said to insure low power consumption; completely enclosed frame and large capacity oil reservoir; self-draining cylinder construction; automatic, self-cleaning oil filter; crankshaft of open-hearth forged steel; heavy-duty, double duty spherical main bearings.

## Vogt Machine Makes Cylinder, Crushed Ice

An automatic ice cube machine and crushed ice combination unit was shown by Henry Vogt Machine Co. The unit displayed had a capacity of 2,000 lbs. every 24 hours and produces both cylinder and crushed ice.

The unit is equipped with a reversible motor and the production of cubes or crushed ice is controlled by a manual switch. The unit is stainless steel inside and out, has divided bin for cubes and crushed ice. A 3-hp. "Freon-12" unit is contained in the unit housing.

## Big Frigidaire Display Shows Expanded Line

In one of the largest displays at the Exposition, Frigidaire Division of General Motors showed an expanded line of ice cream merchandising cabinets, conventional ice cream cabinets, beverage coolers, glass-door reach-in refrigerators, water coolers, refrigeration compressors, milk coolers, dehumidifiers, refrigeration service accessories, and ice cream cabinet accessories.

## Phenix Puts Spotlight On Double-Duty Bobtail

Chief feature of the Phenix group was the new model 666, a double-duty bobtail fountain. By the addition of a 30-gal. cabinet to each end of the unit, it is possible to provide a 13-ft. fountain section at greatly reduced cost, according to the company. The complete Phenix line of soda fountains with improved features completed the display.

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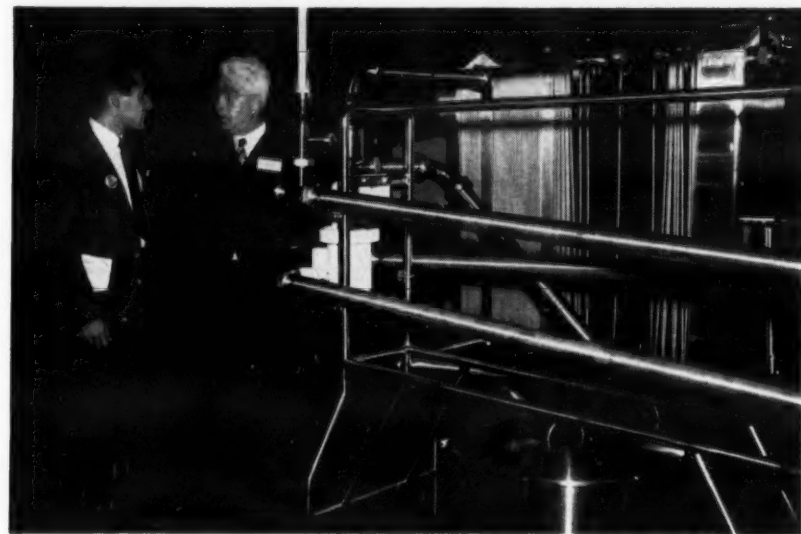
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## At the Dairy Show: Conferences . . .

Seated in front of a Reco Products Co. "Frosti-Vault" reach-in are (left to right) Max Myers, sales manager of Reco Products Div., Refrigeration Engineering Corp.; Edward A. Reich, Seco Matco, Guayaquil, Ecuador; Murray Weissman of Reco; and Byron McGrath of Seco Matco.

(See booth story on this page)



## . . . And 'Know How' Sessions . . .

A "here's-the-way-it-works" story is given Rafael Fernandez De Alaizo of Cia Electrica de Cuba by R. E. Kayler of York Corp. The York H.T.S.T. pasteurizer is the subject of the talk.

(See booth story on this page)



## . . . Attention to Detail . . .

Prime features of the new Fogel Refrigerator Co. three-level merchandising case are hammered home by Vice President E. A. "Terry" Terhune of Fogel to Mr. and Mrs. Peter De Graaf. Ivan Gural of Fogel backs him up at the right.

(See booth story on this page)



## . . . And Mass Exhibits

A part of the big Frigidaire exhibit, one of the largest at the Show, is pictured here. Along the wall at the left are the ice cream merchandising cabinets which Frigidaire has introduced over the last year. In addition to cabinets Frigidaire also showed milk coolers, beverage coolers, food-freezers, reach-in refrigerators, dehumidifiers, and service and cabinet accessories.

(See booth story on this page)

## At Last! "Stories of the Week" In Handy Form

In response to hundreds of requests from AIR CONDITIONING & REFRIGERATION NEWS subscribers, the conductor of its "Inside Dope" column has collected and grouped his best "Stories of the Week." They are now available in convenient book-form for your reading and working pleasure. The book is entitled: "You'll Love This One."

Everyone will enjoy reading this book, we hope, but for the salesman—and for anyone who may be called upon to "say a few words" at a meeting—it should have especial appeal.

Here's why: this book of good stories you can tell is printed on thin paper, bound in flexible leatherette, and designed to fit neatly into your inside coat pocket.

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## Dole Shows 'Ice-Cel' Chilled Water System

In addition to its plate-type refrigeration evaporators for many applications in the dairy field, Dole Refrigerating Co. also spotlighted its "Ice-Cel" refrigeration storage system to provide chilled water for dairy processing applications where there are high loads of short duration.

The evaporators shown included truck plates, a freezer stand, locker plate bank, product cooler, soda fountain and cabinet plates, and a heat exchanger.

Smaller dairies who wish to avoid large capital expenditures, but need equipment of sufficient capacity for peak loads are showing increased interest in the "Ice-Cel" system, it was stated. The smallest "Ice-Cel" unit now being produced has a capacity of 250-400-gal. per day.

## Ice Cream Cabinet Line Redesigned

A new ice cream and frozen food open display case was a feature of the Ace Cabinet Corp. booth. Model OG-11, a low temperature merchandiser, features high level surface above the product both front and back. The glass front is of Quadruple Thermopane with a capacity of 11

cu. ft. The unit maintains temperatures from -5° to -10° F. depending on the product to be stored.

The model TO-12 open top merchandiser, also of new design, is of 12-cu. ft. capacity and is powered with a 1/2-hp. "F-22" condensing unit. This model has a superstructure.

The entire Ace ice cream cabinet line has been redesigned and incorporates snap rubber collars at cabinet openings, and comes with either rubber or plastic lids in white or black. A new feature of the line is the new free-flow grill, providing maximum air circulation over the condensing unit. The models include a 6-hole single; 6-hole double; 8-hole double; 4-hole single; 12-hole double; and model CD5-10, which is a 10-gal., 2-hole single model. The 4-hole single model comes in all stainless steel.

The new 5 1/2-ft. Bobtail soda fountain has been completely redesigned, and all service is now possible from the front of the cabinet. The Bobtail model is equipped with manifold drain connections and new style pumps.

Completing the Ace models shown was a frozen food merchandise cabinet, model SG-12, equipped with sliding glass lids and superstructure. It also comes in 20-cu. ft. capacity.

## 12-Qt. Milk Dispenser Displayed by Monitor

A new 12-qt. Monitor milk dispenser was featured by Monitor Process Corp. The new model can be had in self-contained or remote models, and in 12-qt. single and 12-qt. double capacities. The remote unit is designed for use on the fountain itself, while the self-contained is recommended for back bar operation.

In addition to the new 12-qt. model, the company now has models in 20-qt. single, 20-qt. double, 40-qt. single, and 40-qt. double, all of which can be had with either remote or self-contained condensing units.

The refrigeration system of the units is designed with a hood over the condenser, which is used to compel a positive interchange of air; a heat interchanger in the refrigeration circuit; floating coil to fit standard milk cans, which is said to result in cooling the milk by thermal contact.

## Frick Water Cooler Rated at 15 Tons

At the Frick Co. booth an instant water cooler with a capacity of 4,300 lbs. per hour was shown. It is rated at approximately 15-ton capacity.

Also shown was a timed-gear pump for liquid refrigerant. The unit pumps up to 50 gallons per minute, and is designed primarily for low temperature work.

## Open Dairy Case Made In Two Styles

Open merchandising cabinets for both ice cream products and other types of dairy products were displayed by the R. H. Bishop Co.

These open cases come in two styles, the wall type with mirror merchandising top; and the aisle type with center display superstructure. Larger models in both styles have bottom storage space.

Construction features include vapor sealed totally welded cabinet, all-aluminum interiors, all-aluminum evaporator, insulated night covers, removable defrost clips to make defrosting easy, and solid cushioned door seal.

## 'Sho-Lite' Lid Fits Kelvinator 4-Holer

In the big Kelvinator exhibit three new products were making news. These were the model KM-12 open top cabinet with merchandising top featuring colored pictures; a new 10-hole ice cream cabinet; and the clear plastic "Sho-Lite" lid which fits over any 4-hole compartment of a Kelvinator cabinet and with illuminated superstructure makes it a merchandiser fixture.

Also in the Kelvinator exhibit were two models of the open-top, glass front "Acco" merchandising cabinet.

Kelvinator's ice cream cabinet line emphasizes "double-the-width" lids open from either side or end; and maximum capacity in minimum floor installation.

Another item exhibited was a bottled retail milk dispensing cabinet with a capacity of 180 12-oz. bottles.

## Freezer Adds Mix as Ice Cream Is Drawn

A new continuous soft ice cream freezer that provides a "synchronizing" of the mix supplied to the freezer with the withdrawal of the finished product, was introduced by Sweden Freezer Co.

The filler gate is operated by a foot pedal (leaving both hands free for the attendant) and this control is connected to a solenoid which lifts a plunger from a port in the mix storage compartment located on the top of the freezer.

Thus, the amount of mix entering is equivalent to making up the amount of finished product withdrawn, providing consistency of product and keeping overrun at the proper point.

This new continuous freezer also features a solid block dispenser arm, and is rated at 25 gal. per hour. It uses a 2-hp. "Freon" condensing unit, and the dasher for the freezer uses a 2-hp. motor.

Also shown in the Sweden Freezer exhibit were other models, both floor and table type, of continuous freezers, and the "Fridigmixer" machine for making malts and milkshakes automatically from a mix.

## What Dairy Show Visitors Saw



Marvin Thompson and W. R. Callett of the Blue Bonnet Ice Cream Co., Frankfort, Ky., get the story of the Kelvinator "Sho-Lite" clear plastic merchandising top for 4-hole ice cream cabinets from Kelvinator's T. M. McMillan. At right is the "Acco" glass front wall merchandising cabinet which is being field tested. (See booth story on this page.)



Dole Refrigerating Co.'s "Ice-Cel" refrigeration storage system has an application in dairy plants that have high capacity loads of relatively short duration. Looking over a model in actual operation at the Dairy Industries Exposition are (l. to r.) Bruce Tweed, Al Sawyer, A. W. Monroe, and J. A. Wilkerson. (See booth story on this page.)



Janet Ball steps on the "Toe control" which operates the filling mechanism of a new Sweden Freezer Mfg. Co. continuous soft ice cream freezer. The top-operated control also activates a solenoid which opens a port in the mix storage compartment, permitting an amount of mix to enter the freezer cylinder that is equivalent to the amount of soft ice cream withdrawn. (See booth story on this page.)

## How You Save with the NEW Niagara Method of Air Conditioning . . .

Because it absorbs moisture from the air directly, the new Niagara Controlled Humidity Method uses less, or no, mechanical refrigeration for dehumidifying. You save first costs and installing of heavy machinery; save space, maintenance expense, power. You get easier, more convenient operation.

Using "Hygrol" hygienic absorbent liquid gives complete control of temperature and relative humidity. It is a better way to obtain dry air for drying processes, packaging hygroscopic materials, preventing moisture damage to metals, and obtaining better quality for chemical process and food products, or in obtaining better results in comfort air conditioning at lower refrigeration costs.

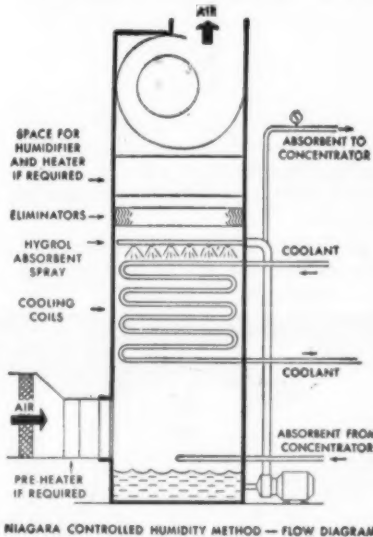


Food Packaging under Controlled Humidity

The diagram shows how filtered air is dehumidified by passing thru a spray of "Hygrol"—a liquid absorbent which removes air-borne moisture.

Records of results are available. For further information, write Niagara Blower Co., Dept. AC 405 Lexington Ave., New York 17, N.Y.

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# How Dealers Can Render 'Good Service'

6 Routine, But Important, Factors Concerning Customer Goodwill Should Receive Periodic, Personal Checkups by the Dealer

SAN DIEGO, Calif.—"Every study I have ever seen on the reasons why customers buy particular major appliances shows beyond any question that the primary reason . . . is based on good service."

D. A. Packard, Kelvinator's household sales manager, stressed this point in addressing the annual fall conference of the Bureau of Home Appliances of San Diego county.

During his talk, which drew sustained applause from the 450 listeners, including some 50 manufacturers' representatives, Packard also presented a check list of items that make up good service and told how retailers can maintain this kind of service.

Elaborating on results of buying-motivation studies, the Kelvinator executive said:

"Year after year we manufacturers ask thousands of our customers why they bought our product, what they like about it, and if there is anything they do not like about it.

## INFLUENCED BY GOOD SERVICE

"Every return I have seen on surveys of this type indicated that from one third to one half of those replying were primarily influenced either by good service they had obtained from a product of the same make, or by the recommendation of a friend, neighbor, or relative.

"I have never seen advertising, particular features, good salesmanship, or any other of the possible reasons influence half of the number of people who state in various terms that they bought because someone was satisfied with a previous product of the same make.

"Your future business in years to come is more dependent on the attitude of your customers to the products you have sold them than it is on anything else you will ever do of an advertising and sales promotion nature.

"Two satisfied customers may build four, four may build eight, and so on. But people, being what they are, spread their displeasure farther and faster than they do their satisfaction—and it carries more impact.

## Why You Should Read This Article

Editor's Note: Believing that it will be of tremendous value to the nation's appliance retailers, the NEWS presents on this page a condensation of the timely story recently told by Kelvinator's Dan Packard on the value of good service. It should be read by all for two reasons:

1. The talk proved to be "an absolute sensation" when presented before the annual fall conference of the Bureau of Home Appliances of San Diego county. Since then, it has been widely discussed in industry circles.

2. Dealers will find in Packard's message an answer to the problem of discount buying. The seriousness of this problem was pointed up by the findings of a recent survey—reported in the NEWS—which showed that the appliance industry held "the No. 1 spot on the discount parade."

"A woman who tells her friends how proud she is of her new refrigerator could be smiled upon as perhaps doing some forgivable boasting, but there is little question of her authority if she tells her friends she is sorry she bought it. The gossip of evil is jet-propelled when compared with the gossip of good fortune.

"I know that every one of you retailers are conscious of this value of good service without my pointing it out to you. I know there isn't a man in this room who doesn't intend that his firm give the kind of service that will 'set customers out to multiply.' But, I know further, from letters we receive directly from our customers, that your good intentions are not always carried out as you would have them.

## DEALER INTENT NOT LACKING

"During the past couple of years we have devoted a considerable amount of study to this problem of customer satisfaction. We find nothing to criticize regarding dealer intent.

"However, we find very definitely that unless the average dealer is 'constantly and continually' checking up on himself and his organization, the quality of service to his customers slips. Interestingly, the larger the dealer, and the more removed top management is from the individual salesman and serviceman, the more apt this slipping is to occur."

Packard then reviewed a check list of the items that make up good service and discussed "what our studies across the country indicate that you as a retailer can best do to maintain this kind of service for your customer clientele."

"First," he said, "service starts with the sale, and customer satisfaction is a result of an honest, factual presentation of the product. Service calls and customer dissatisfaction always result from over-selling.

"The second step in building customer satisfaction is proper delivery and installation of the product.

"The third step is the salesman's call back on the customer in the home for demonstration immediately after the installation is made.

"The fourth step is the handling the customer gets on the phone when she calls in to ask for service.

"The fifth is promptness, and the sixth, of course, is the kind of service rendered at the time service calls are required during the years she owns and uses the product you have sold her.

"As retailers you understand the value of good service and I am sure you intend to give the kind of service that will build future business. How are you as checkers on the kind of service you are actually giving?

## HOW LONG HAS IT BEEN. . . ?

"How long has it been since you have taken the time to go into the homes of customers who have recently bought products at your store, to check up on how the sales and deliveries were handled by your employees? How long has it been since you watched your delivery staff or delivery contractor making an installation in one of your customer's homes?

"Of course, you don't want your salesmen to oversell, and certainly, you want the delivery and installation handled as you would handle it if you could be present each time. You want the product carefully removed from the truck; if it is to be uncared at the customer's home, you want the crate material placed in the truck without anything left scattered in the yard.

"You want to know that your men are going to put the product in the home without scratching either the appliance, or the doorways, or the walls. You want the product left clean, and perfectly set up, by delivery people who act as though they are proud to install this particular product.

"A few personal calls a month on purchasers of each type appliance you sell is probably the best insurance you could take out to make sure you are maintaining the standards of sales presentation, delivery, and installation that will build future business for you.

"The next point I referred to in your service check list was your salesman's demonstration call after the sale is made. Ten years ago this was a habitual part of appliance sales procedure, not only for the purpose of insuring customer satisfaction but, even more important, because of the leads it produced for future sales.

"In the last five years, with sales coming easy and with salesmen spending more time on the floor and less time creating business outside, many stores have failed to re-establish this personal call after the sale as a part of the salesman's job.

"There are stores who do—there are dealers who still do not pay the salesman full commission until they have a signed report from the customer showing that this call has been made.

"I haven't any accurate data on

the sales of stores who use this call after sale and those who don't, but I can tell you from observation that it is evident that there is an important measurable difference in volume.

"If you haven't re-instituted this procedure, let me recommend that you earnestly study doing so. Customer dissatisfaction grows out of little things, a part short, an instruction book missing, things that just naturally happen at the time installations are made.

"If your salesmen are trained to uncover these small but important short-comings and handle them promptly, you will be building the goodwill you believe in. If you fail to have your salesmen do this, minor but irritating things develop into major dissatisfaction in the customer's mind and seriously damage the customer's attitude toward the product and towards your store.

"The next thing I mentioned was the kind of treatment your customers receive when they phone your store for service.

## CALL YOUR OWN STORE

"How long has it been since you made a make-believe call to your own store? How long has it been since you checked up to see if customers are being handled with the promptness and courtesy you want them to have?

"Further, how long has it been since you checked up to see if the party in your store handling these phone calls is doing the many things possible over the phone to eliminate needless service expense?

"Making it a habit to call your own store will keep you alert to your company's manners. Try it, and see if you like the way you are handled.

"One other point in connection with service. A service manager once explained to me in this manner—an ounce of promptness is worth a pound of cure. Men who have spent years studying the ways of rendering satisfactory service know this one beyond a question of doubt.

"A serious complaint handled promptly is nothing to worry about. But minor complaints grow in importance with each hour or day of delay until even though the technical service is properly rendered, the customer long remembers the three or four calls she had to make to get the service rather than the quality of the service rendered.

"The sixth point is the actual service call itself. You expect your servicemen to know your product, to be a worthy representative of your store, clean, polite, and confident.

"There are two ways commonly used by executives to check up here. One is to drop by and see a few service customers. The other, simple but almost as effective, is to pick up a few service calls every few days and have your secretary get the customer on the phone.

"The fact that you, the owner of the business, are calling to see if the service was properly handled, if her complaint was fully adjusted, if she would like this serviceman in her home should she need service again, is probably far more impressive to the customer than was the prompt

and efficient service she was rendered. "The chances are your name and unusual interest in customer satisfaction would be spread to friends and neighbors for days.

"In making these suggestions to you, I am, of course, conscious that you men running businesses cannot check every sales presentation, every delivery, every phone call to your store, or every servicing call. You can't keep checking all these things yourself but possibly you can take a lesson from the book of customs inspectors on the international border.

"It would be humanly impossible at a busy border point like Detroit for them to thoroughly inspect every car coming over the bridge or through the tunnel. While experience teaches them to note things others would overlook they realize that minute examination of every car is not practical.

"So they resort to a sort of periodical blitzkrieg. Cars pass across the border with only cursory examination for hours or days, then suddenly for a short period of time every car is stopped and gone over with a fine tooth comb. While some contraband sifts through, the general flow of traffic is expedited and the periodic tightening of inspection acts as a constant deterrent to widespread smuggling."

## SPIRITUAL, MATERIAL REWARD

Concluding, Packard stressed that "good service has a broader aspect, too—one that spells both spiritual and material reward.

"All of us will agree, I am sure, that as American business has matured under our competitive enterprise system, business has become thoroughly aware of the fact that its surest road to profit is public service.

"One of the soundest things about the American system is that in the long run self-service becomes public service. It is not being naively idealistic to point out that as retailers you have built your reputations on that belief—and that your reputations are as good in your community as your practice of that belief is strong.

"Generally speaking, too few of our people believe business has many ideals. They think of it as being entirely materialistic.

"This opinion can be changed—at least as it affects your business. Successful retail operations throughout the country have proved repeatedly that public confidence can be won and held—not by laying claims to public service, but by servicing."

## Install the Regulator that Sells Itself!

The Electrimatic Type W.P. direct acting piston type regulator tells its own story of superiority in daily service . . . feeding just the correct amount of cooling water to maintain the proper condenser pressure without waste of water . . . doing it without chatter or water-hammer and with the absolute minimum of attention.

All working parts of this quality regulator are monel and stainless steel and the body is of special non-porous brass alloy. A number of advanced features distinguishes it from all other regulators—the stainless steel piston; the heavier cushion spring; the tight seal; the presence of water behind the piston, equalizing pressure and dampening vibration.

The monel seat—an exclusive feature—minimizes wire drawing and does away with dezincification. Even the part of the push pin exposed to water is monel. The sturdy two-ply bellows (300 lbs. test) is further evidence of quality construction.

Mounting and adjusting the W.P. is particularly simple: Open yoke provides easy access for adjustment and yoke is rotatable on the valve body for mounting the regulator in any position.

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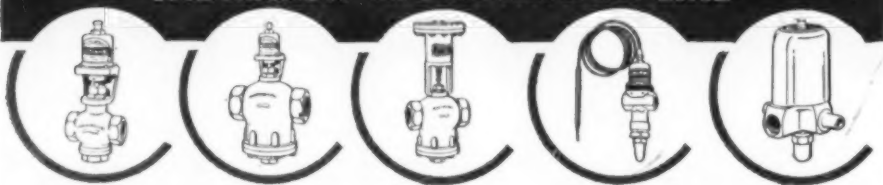
## Electrimatic Type W.P.

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Type W.P. Regulators are made in sizes 3/8", 1/2", 3/4" F.P.T.; head pressure range, 60 to 130 lbs.; water pressure, up to 150 lbs. Head pressure connection, 1/4" male flare. It is used with methyl chloride, sulphur dioxide and Freon.

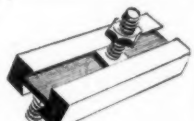
The type W.P. is merely one member of the Marsh-built Electrimatic family of automatic refrigeration controls and regulating valves which includes: water regulators for ammonia service; suction throttling valves; packless solenoid valves and other related controls.

## THE MARSH Electrimatic LINE



## MR. PARTS JOBBER—

We used to mess up compressor valves and plates with grinding compound. Now you sell us new valve & plate assemblies. Many of us still "doctor-up" motors. We will carry motors with us if you sell us motors and adapters.



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## G-E Air Conditioning Dept. Names Regional Mgrs. for 4 Areas

BLOOMFIELD, N. J.—Final selection of the regional managers for the four sales regions of the United States has been announced by H. M. Brundage, manager, sales division for the air conditioning department of the General Electric Co.

The regional managers and their headquarters are as follows:

Eastern region, H. N. McMenimen, 70 Lexington Ave., New York City; Central region, S. C. Bernhardt, The Merchandise Mart, Chicago; southern region, E. J. Guillory, 511-513 International Trade Mart, New Orleans; Western region, L. M. Larkin, 235 Montgomery St., San Francisco.

The functions of the above named regional managers will include supervision of the company's sales representatives in their contacts with the franchised distributors and contractors in their particular region.

Before joining the General Electric Co., McMenimen was a vice president and general manager of a division of the Reynolds Metal Co.; Bernhardt was vice president for Grand Industries, Inc.; Guillory was regional manager for the Weber Snowcase and Fixture Co.; and Larkin was manager of the commercial department for R. Cooper, Jr., Inc., Chicago distributor.

## Servicing the New Philco Room Air Conditioners

### PART 3 Additional Data for Electrical System Tests

#### CHECKING COMPRESSOR-MOTOR OVERLOAD PROTECTOR

The overload protector can be checked by using a simple continuity light. Turn the power switch to the "Cool" position, and check across the overload protector terminals in the compressor-motor terminal box. Illumination of the continuity light indicates an open circuit in the overload protector.

#### CHECKING DUAL-STEP THERMOSTAT

If the thermostat is suspected of being inoperative, it can be checked as follows: Turn the power switch to "Cool," and hang a light adjacent to the thermostat bulb. This should cause the thermostat to start both units. Remember that all other parts of the electrical system must be functioning normally when this check is made.

#### THERMOSTAT ADJUSTMENT

Fig. 3 shows the adjusting screw on the dual-step thermostat. Under no circumstances should either the small right or left-hand adjusting

screw be turned. By turning the large center screw, the over-all cut-in and cut-out range is adjusted without changing the cut-in and the cut-out relationship between the two units.

The thermostat is set at the factory so that unit No. 1 cuts in at 78° or above, and unit No. 2 cuts in at 82° or above. This over-all range can be adjusted, but the differential between units No. 1 and No. 2 cannot be changed.

**CAUTION:** The center adjusting screw is extremely sensitive. One-quarter turn will change the setting approximately 20°. Turning the screw in a clockwise direction lowers the thermostat setting.

The adjustment procedure is as follows:

1. Remove the air conditioner top panel, and place the power switch in the "Cool" position.
2. Immerse the thermostat bulb in a large pan of water approximately 85° F.
3. Support a standard thermometer in the water.
4. Lower the water temperature by adding a few ice cubes and stirring.
5. From the thermometer, observe the temperature at which the compressors stop.
6. Turn the center screw, shown in Fig. 3, in proper direction for the desired adjustment.

#### CHECKING CURRENT LIMITER

The current limiter resistor block has a bi-metallic contact wired across the resistor. The contact is normally open, except when the line voltage is low or the compressor fails to start immediately.

The resistor block resistance should be  $\frac{1}{4}$  ohm when checked with an ohmmeter across the resistor terminals. See Fig. 1. If the resistor circuit is open, neither the fan nor the compressor will run on "Cool," but the fan should run on "Fan." The resistor can be easily checked by pushing the bi-metallic contact closed with an insulated tool.

The current limiter relay has two extra contacts connected to base terminals 4 and 6. Both sets of contacts close in sequence as the relay picks up to the running position. The contact from terminal 6 closes first, to short out the resistor. Then the contact from terminal 4 closes to start the fan motor.

#### CHECKING INTERLOCKING RELAY (Water-Cooled Models)

In order to check the interlocking relay it will be necessary to remove the front and top cabinet panels.

#### Sterling Motors Acquires Site For New Central Branch Plant

LOS ANGELES—Sterling Electric Motors, Inc., has announced its acquisition of an 11-acre site in Van Wert, Ohio, for the construction of a branch plant to serve the company's midwestern and eastern business.

It is estimated that the new Van Wert site will represent an investment close to a half million dollars. Sterling electric motors and electric power drives are also manufactured in Hamilton, Ont., Can., and in Santiago, Chile.

#### Current and Power Consumption at Rating Conditions

Models	50-F-1, 50-F-2	75-F-1, 75-F-2, 75-F-16	75-F-1, 75-F-2, 75-F-16	75-FC-1, 75-FC-2, 75-FC-16	75-FC-1, 75-FC-2, 75-FC-16	100-FC-11
Fan Motor Type	Shaded Pole	Split Phase	Split Phase	Shaded Pole	Split Phase	Split Phase
Line Volts	115	115	230	115	115	230
Switch at "Cool"						
Current (amp.)	11.5	15.0	7.5	16.5	14.5	7.2
Power Consumption (watts)	900	1,250	1,250	1,335	1,220	1,540
Switch at "Fan"						
Current (amp.)	2.4	2.7	1.2	4.3	3.0	1.5
Power Consumption (watts)	160	170	170	255	220	240

Disconnect the wiring from the relay coil terminals and check the resistance of the coil with an ohmmeter. The ohmmeter should read 850 ohms when the coil is cool.

#### CHECKING HIGH-PRESSURE CUTOUT

##### (Water-Cooled Models)

The high-pressure cutout may be checked by removing the cover from the junction box and connecting an ohmmeter to the two leads coming from the high-pressure cutout. The meter should indicate continuity through the high-pressure cutout, since the contacts within this part are normally closed.

#### WIRING DIAGRAM

Typical wiring for a Philco conditioner is shown in Fig. 4, which diagrams the wiring for models 75-F-1 and 75-F-2.

(To Be Continued)

#### Models 150-FCW-10 200-FCW-10

Line Volts	230	230
Switch at "Cool"		
Both Units Running		
Current (amp.)	12.0	15.0
Power Consumption (watts)	1,910	2,595
Switch at "Cool"		
One Unit Running		
Current (amp.)	7.0	9.0
Power Consumption (watts)	1,060	1,435
Switch at "Fan"		
Current (amp.)	1.4	2.0
Power Consumption (watts)	200	275

Note: Tables give average values of current and power consumption at rated voltage and under temperature conditions as follows: 80° F. d.b. and 67° F. w.b., room temperature; 90° F. d.b., and 75° F. w.b., outside (air-cooled units); 75° F. inlet, and 95° F. outlet water (water-cooled units).

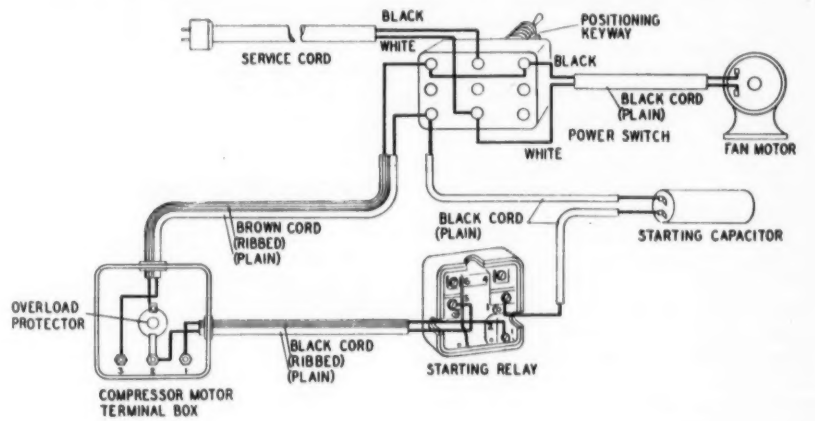
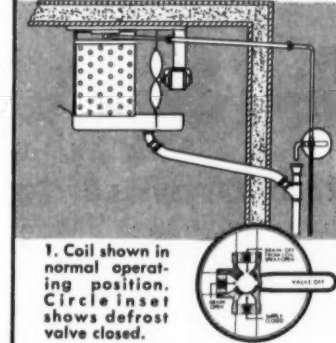
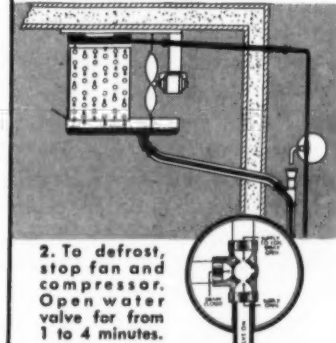


Fig. 4 shows a typical wiring diagram for Philco 1950 air conditioners, this one applying to Models 75-F-1 and 75-F-2.

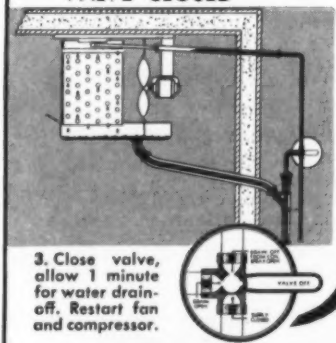
#### ★ NORMAL POSITION VALVE CLOSED



#### ★ DEFROST POSITION VALVE OPEN

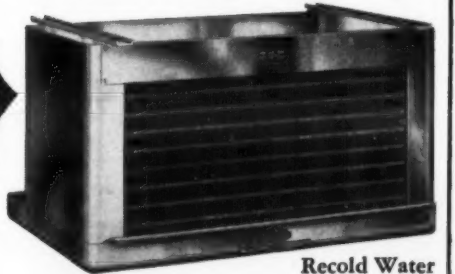


#### ★ DRAIN-OFF POSITION VALVE CLOSED



## This Is HOW RECORD COILS DEFROST IN FIVE MINUTES

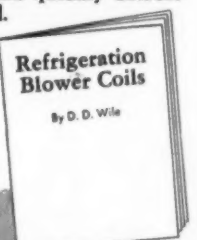
Without Product Warm-up



A cold water spray melts and washes away frost almost instantly. The coil completely defrosts in less than five minutes. Defrosting is so fast, so positive, that the product continues freezing while coil defrosts. Room air temperature rise is negligible, product warm-up is eliminated. The diagrams show how easily and quickly defrosting is accomplished.

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Free Pamphlet

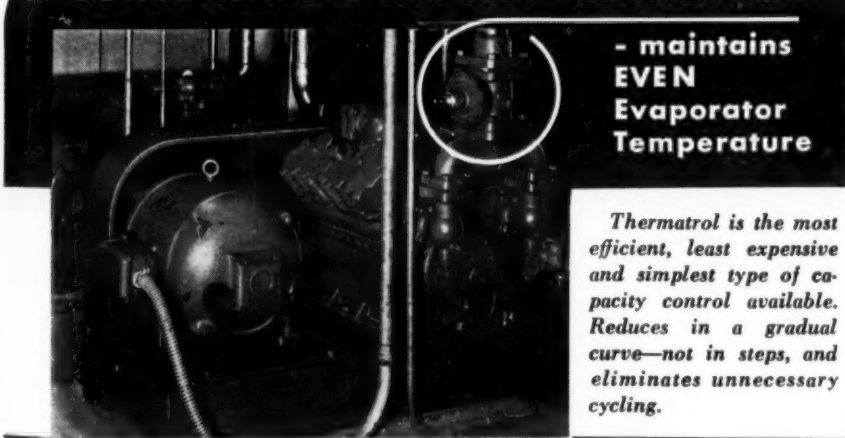
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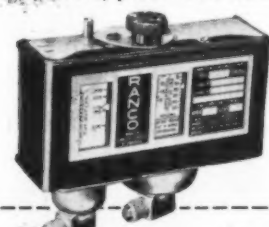
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# Government Contracts

## PROCUREMENT INFORMATION

Individuals and companies who are interested in bidding may obtain complete bid sets containing more detailed data including specification, packing, delivery, and other requirements by a written request to the issuing office. Such requests should cite the description, applicable invitation number, or other reference and the opening date, etc.

## DEPARTMENT OF DEFENSE

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following ordnance districts, arsenals or armories. Complete information can be obtained by written request or personal call on the ordnance district office nearest you—its address is on file in your nearest Department of Commerce field office.

Description	Quantity	Invitation No.	Opening Date
Supply Officer, Naval Gun Factory, Washington, D. C. Attn.: Procurement Branch			
Washing Machine	1 ea	9536/244 SO	27 Oct 50
Wright Patterson AFB, Dayton, Ohio Heater—Dewpoint Compressed 777250 ea		51-843	26 Oct 50
Air-Mil Spec Mil-I-4033			
Maritan Arsenal, Metuchen, New Jersey Ventilator and Adapter	8,000 ea	51-249	8 Nov 50
Navy Purchasing Office, Dept. of The Navy, Washington, D. C. Cooling Coil-C-2-3 & 4	8	2799-S	21 Nov 50
Turner—Horizontal Rotary Type 1 & 2	16	2813-S	21 Nov 50
Commanding Officer, Frankford Arsenal, Philadelphia, Pa. Procurement Office			
Open Electrically Heated	1 ea	270	6 Nov 50
Aviation Supply Depot, 700 Robbins Avenue, Philadelphia, Pa. Valves Gate Spec Type A Brass 13	60 ea	H52241	8 Nov 50
PSI Ventilating Pressure			
Meat Chopper 220 Volts 3 Phase	2 ea	H11596	8 Nov 50
AC Without Attachments			
Food Cutter 220 Volts 3 Phase	3 ea	H11596	8 Nov 50
AC Equal to Hobart Mfg. Co. Model and Parts No.			
Officer in Charge, Navy Purchasing Office, Naval Supply Center, Norfolk, Va. Refrigerators—Electric—	8 ea	9299	8 Nov 50
6 Cu. Ft.—110-115 Volts—Single Phase—60 Cycle—AC			
Officer-in-Charge, Navy Purchasing OFC, Washington, D. C. Convection Heater	996	2808 S	21 Nov 50
Steel Castings			
Aviation Supply Depot, 700 Robbins Ave., Philadelphia, Pa. Machine Food Mixing Electrically	4 ea	H11580	9 Nov 50
Operated Equal to Hobart Mfg. Co.			
Griddle Top	2 ea		
Open Top	1 ea		
Salamander Gas	3 ea		
Range Gas One Center Oven	7 ea		
Fryer Deep Fat Electric	5 ea		
Cuber	2 ea		
Griddle Electric 3 Phase	8 ea	H11580	9 Nov 50
Equal to Various Mfg. Model and Parts No.			
Chicago QM Depot, QM Purchasing Division, Chicago, Ill. Grinder—Coffee—Electric	10 ea	928	20 Nov 50
300 Lbs. per Hour Cap. 220 V. 60 Cy.—3 Ph. AC			
Supply and Fiscal Officer, Naval Air Station, Pensacola, Fla. Machine—Flak—Ice—Deliver 5900	1 ea	204-42	8 Nov 50
lbs. Ice In 24 Hours			
Unit, Condensing, Less Condenser	1 ea	204-42	8 Nov 50
Condenser, Evaporative, 10 Ton, Two Circuit	1 ea	204-42	8 Nov 50
Condenser, Evaporative, 2 Ton, Two Circuit	1 ea	204-42	8 Nov 50
Maritan Arsenal, Metuchen, New Jersey Desiccant	14,315 drums	51-250	10 Nov 50
Desiccant	5,775 drums	51-251	10 Nov 50
Commanding Officer, Picatinny Arsenal, Dover, N. J. Pressure Gages and Alignment Gages	14 ea	218	10 Nov 50
Commanding Officer, Springfield Armory, Springfield, Mass. Attn.: Purchasing			
Dust Collector In ACC/W	1 ea	51-65	9 Nov 50
Sketch PM 324			
Cite Thompson TT 368 Ordbd			
District Public Works Office—Headquarters, Fifth Naval District, U. S. Naval Base, Norfolk 11, Va. Air Conditioning System at the U. S. Naval Amphibious Base, Little Creek, Norfolk, Va.	25 146		8 Nov 50
Four 5-Ton and One 3-Ton Self-Contained Units with Cooling Tower			
Commanding Officer, U. S. Naval Air Station, Corpus Christi, Texas Refrigerator, Mechanical, Self-Defrosting, 6-Cu. Ft. Norge	6 ea	9216-40-51	10 Nov 50
Self-D-Froster Master Eight Model SDM-85, or Equal, Except to be 6-Cu. Ft. Capacity			
Wright Patterson, AFB, Dayton, Ohio Cooling Cabinet 110 V 60 Cycle AC 33 x 18 x 27	25 ea	51-933	31 Oct 50

## GENERAL SERVICES ADMINISTRATION

Description	Quantity	Reference No.	App. Bid Date
Chief, Purchase Branch, Federal Supply Service, General Services Admin., Room 7120, 7th and D Sts., S. W., Washington 25, D. C. Refrigerator, Electric Household Type	6 ea	SF-93758	11-6-50
Refrigerator, Electric Commercial Type	4 ea	SF-93758	11-6-50
Cabinet, Low Temperature Storage	3 ea	SF-93758	11-6-50
Electric Water Cooler /Various Types and Sizes/	35 ea	93554/10/	11-7-50

Chief, Administrative Services Section, Public Buildings Service, General Services Admin., 902 U. S. Custom House and Appraisers Stores, Philadelphia 6, Pa. Parts for National Steam Co. Pump	1276	10-26-50
Radiator Valves	1277	10-26-50
Grates for Pacific Boiler	1 set	10-26-50
Plumbing and Heating Supplies	1279	10-27-50
Coil for Skinner Unit Heater	1 ea	10-27-50

Chief, Administrative Services Section, Public Bldgs. Service, General Services Admin., 2100 Fidelity Bldg., Kansas City, Mo. Repairs to Heating System	1 job	DC-140	11-9-50
Kirkwood, Mo. Mar. Hosp. New Stoker and Installation of Boiler	1 job	DC-153	11-3-50

Chief, Supply Division, Public Bldgs. Service, Room 819, 1114 Commerce St., Dallas, Texas Retubing Heating Boiler	C & R 83	10-26-50
U. S. Post Office Blackwell, Oklahoma		
Installing New Heating Boiler	C & R 84	10-30-50
U. S. Post Office Newport, Arkansas		

Chief, Supply Section, Public Buildings Service, General Services Administration, Washington 25, D. C. Parts for York Compressor	Misc	412	11-13-50
Chief, Purchase Branch, Federal Supply Service, General Services Admin., Room 7120, 7th and D Sts., S. W., Washington 25, D. C. Refrigerator, Commercial Type, Stainless Steel	1 ea	SF-94297	11-10-50
Refrigerator, Commercial Type, 30 Cu. Ft. Capacity	5 ea	SF-92977	11-9-50

Chief, Purchase Division, Federal Supply Service, General Services, 303 Federal Annex, Atlanta, Ga. Fan Repair Service, City	Various	AT-689	11-3-50
Nashville, Term Contract			

## U. S. DEPARTMENT OF COMMERCE

Description	Quantity	Reference No.	App. Bid Date
Chief, Purchase and Sales Branch, Maritime Administration, 45 Broadway, New York 6, N. Y. Oil Burning Heating Plant	One job	N-Y-MA-51-44	10-30-50
Installed S/S E. G. Hall Jones, Point, New York			

Chief, Procurement Branch, Civil Aeronautics Administration, Old Haslet Road, P. O. Box 1689, Fort Worth 1, Texas Kitchen Ranges 36" W x 25" D x 44" H for Burning Natural Gas With BTU Content of 1000	2 ea	4-51-78	Deferred
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Chief, Procurement Branch, Civil Aeronautics Administration, O'Hare Field, Chicago International Airport, Park Ridge, Ill. Filters, 10"x10"x2" (Dust or Equal)	200 ea	31-260	11-6-50
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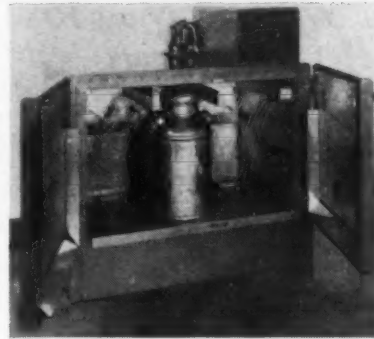
## U. S. DEPARTMENT OF AGRICULTURE

Description	Quantity	Reference No.	App. Bid Date
Department of Agriculture, Division of Purchase, Sales, and Traffic, Washington 25, D. C. Temperature Recorders and Thermocouples Taylor Instr. Co. or Equal, Del. Honolulu, T. H.	3 and 32	660-51	11-7-50

## CONTRACTS AWARDED AS OF OCT. 18, 1950

Description	Quantity	Dollar Value	Contractor and Address
Chicago Quartermaster Depot, U. S. Army, 1819 W. Pershing Rd., Chicago 9, Ill. Machine, Meat Bone & Fish Cutting	89	26,467.00	Kleen-Kut Mfg. Co. Cleveland, Ohio
Bain Marie, H.D.Ht.	166	42,661.00	Graco Metal Products Co., Philadelphia, Pa.
Urn, Coffee, w/Stand	1,657	792,709.13	Hercules Food Serv. Equip. Co., Brooklyn, N. Y.
Fryer, Deep Fat	487	56,998.48	Hotpoint, Inc. Chicago, Ill.
Grinder, Meat	436	39,131.00	Enterprise Mfg. Co. Philadelphia, Pa.
Machine, Meat Slicing	615	100,245.00	Glove Slicing Mach. Co. Stamford, Conn.
Machine, Vegetable Peel	228	70,026.00	Toledo Scale Co. Toledo, Ohio
Refrigerators, Prefab. Boxes Only	28	35,020.00	The Warren Co., Inc. Atlanta, Ga.
Refrigerators, Prefab. Boxes Only	17	55,177.68	Ed. Friedrich, Inc. San Antonio, Texas
Refrigerators, Prefab. Boxes Only	13	41,533.42	Victor Products Corp. Hagerstown, Md.
Chilled Water Unit Bakery	5	38,680.00	Filtrine Mfg. Co. Brooklyn, N. Y.
Cooler, Refrigerated Water, Bakery	15		
Refrigerator, Prefab. 2,000 cu. ft.	17	77,148.00	*Sub-Zero Freezer Co., Inc.
Machine, Donut Making	65	108,223.00	Doughnut Corp. of America New York, N. Y.
Bain Marie	115	31,656.25	Graco Metal Products Co., Inc. Philadelphia, Pa.

\*NOTE: Contact Chicago Quartermaster Depot, U. S. Army, 1819 West Pershing Road, Chicago 9, Ill., for addresses.



## New Milk Coolers Cut Loading Work by 65%

INDIANAPOLIS—A new line of front-opening electric milk coolers, that save the farmer 65% of the work in loading and unloading heavy milk cans in and out of his cooler, was introduced here recently by the Westinghouse Electric Corp.

The new Front-Dor coolers were presented first at a meeting for the press at the Marott hotel, then they were unveiled publicly at the Second International Dairy Exposition being held at the State Fair Grounds. The new coolers are made in four, six, and eight-can sizes, all equipped with a hermetically-sealed refrigeration system.

The new coolers also cool milk faster than standard models, according to H. F. Hildreth, manager of the Westinghouse refrigeration specialties department, of Springfield, Mass.

"In order to place 110-lb. milk cans into one of the immersion-type coolers, the farmer must lift them three feet—and that's a lift the human body is not designed to handle easily," he contended. "With the new cooler, the can must be raised only 11 in. This is about 65% less lifting, and for a typical farmer who produces eight cans a day, the work-saving amounts to the daily equivalent of lifting almost two tons one foot."

## MILK COOLER UTILIZES CASCADING PRINCIPLE

The new coolers chill milk by cascading ice water—25 gals. a minute—over the milk cans, Hildreth said. The water spray cycle, controlled by an automatic timer, consists of an initial hour-and-a-half period, followed at 2½-hr. intervals by 10-minute spray periods.

"The initial water spray cools the milk to below 50° F. in the first 60 minutes—and to well below 45° F. in 90 minutes," he added.

To maintain the milk at low safe storage temperatures, an automatic timer turns the water sprays on again every two and a half hours

after that for 10-minute periods.

To be able to deliver the large quantity of icy water to the milk cans in a short period, the coolers store refrigeration in an "ice bank" for eight to nine hours before the warm milk cans are placed in the cooler.

This "ice bank" is a 5-in. thick cake of ice, formed by freezing 60% of the water that fills the bottom of the cooler. A temperature control prevents the cooler from turning all the water into ice and in this way controls the size of the ice "bank."

When the farmer loads the cans, filled with fresh milk, in the cooler, he turns a dial that starts the spray cycle. Water surrounding the ice bank is pumped up and sprayed down on the cans. This water is warmed by contact with the cans, so it is cooled again and again by the ice bank, which melts in the process.

The spray action is similar in the hour-and-a-half and in the subsequent 10-minute spray periods, Hildreth said, except for the fact that the ice bank, which takes about eight hours to form, is complete only at the start of the long spray period.

After the initial chilling of the milk, the cooler has only to maintain the milk at safe low storage temperatures. Its refrigeration system then is again able to build up a new ice bank, and be ready for another charge of warm milk.

Heart of the cooler is the hermetically-sealed refrigeration system, similar to that pioneered by Westinghouse for household refrigerators 20 years ago. Consisting of the motor-compressor, condenser, and evaporator in one continuous sealed system, it may be replaced as a unit when necessary.

The pump that lifts the water to the spray troughs at the top of the cabinet is a drop-in unit, too, that may be removed easily, Hildreth said. The 2½-in. high troughs have extra large holes so they will not clog. Four sprays on each side are directed downward on each can.

The gravity-fed water stream from the troughs strikes the cans at the neck line, in a manner that prevents water from getting inside the can.

The water-tight, all-steel cooler cabinets are finished in a blue-grey baked-on enamel. Racks on which the milk cans are slid in and out of the cabinets are made of stainless steel, to eliminate a possible point of rusting.

Other advantages of the front-opening cooler listed by Hildreth are that it occupies about 25% less floor space than top-opening types; it will mean less water spillage on milk room floors; and the floor of the cabinet and the water troughs are designed so they can be easily cleaned and flushed out. The coolers will be covered by the Westinghouse five-year guarantee plan.

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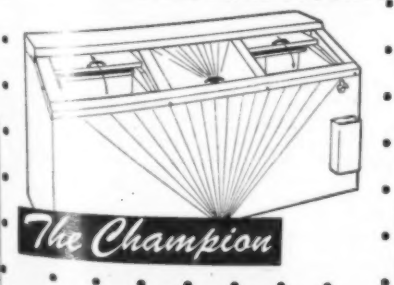
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## New Admiral Refrigerator Plant Gets Under Way Soon Clothes Driers Pace West Penn Sept. Sales

CHICAGO—Production of refrigerators will be under way at its new \$2,250,000 plant in Galesburg, Ill., by Nov. 15, Admiral Corp. has announced.

The plant is scheduled to be in full operation around March 15. At that time, it will employ about 1,500 workers, according to a company spokesman. About 90% of Admiral's refrigerators will be turned out in Galesburg, he added.

The main Galesburg plant, which has 265,000 sq. ft. of floor space, was acquired by Admiral from Midwest Mfg. Co. Admiral has erected five new buildings there which have a combined area of 100,000 sq. ft.

## Weil Co. Opens In New Orleans

NEW ORLEANS—A new retail outlet for electric refrigerators, freezers, and various other home appliances is Weil Furniture Co., 221 Royal, which held its formal opening recently. Morris Warnick is general manager of the new firm, which is headed by Bernard Weil as president.

PITTSBURGH—More clothes driers were sold by appliance dealers in the southwestern Pennsylvania territory served by the West Penn Power Co. during September than in any month on record, the utility reported recently.

A total of 260 driers were sold during that month as compared with 60 in September, 1949, and 217 in August of this year.

Refrigerators, freezers, dishwashers, garbage disposers, ranges, and automatic washer sales were higher than in any previous September.

All major appliances showed gains over last year, but only driers and vacuum cleaners exceeded their August sales figures.

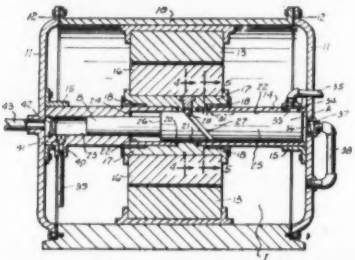
Appliance	Sept. 1949	Sept. 1950
Refrigerators	1,371	2,880
Freezers	210	671
Ranges	971	1,464
Garbage Disposers	26	52
Dishwashers	38	60
Room Coolers	4	70
Clothes Driers	60	217
Irons	157	320
Washers, Automatic	283	749
Washers, Conventional	1,175	2,131
Vacuum Cleaners	419	571
Water Heaters	326	653



## PATENTS

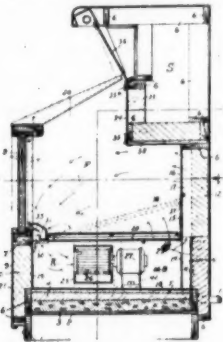
Week of May 16  
(Continued)

2,508,253. COMPRESSOR UNIT. Dean C. Haggard, Denver, Colo. Application Sept. 26, 1946, Serial No. 699,528. 11 Claims. (Cl. 230-181.)



1. A compressor unit including, an electric motor comprising a sealed housing having a stator and a rotor therein, a compressor tube forming a pair of aligned cylinders which cylinders provide a first and second stage of compressors extending axially through the rotor and having its end supported in said housing and forming a support on which the rotor may rotate, a piston reciprocable within said cylinders, means for coupling the rotor to the piston whereby rotation of said rotor imparts reciprocation to the piston, a valved intake inlet at one end of the first stage cylinder for admitting fluid to said cylinder, means for establishing communication between the cylinders, and a valved exhaust outlet at the exhaust end of the second stage cylinder for discharging the fluid under compression.

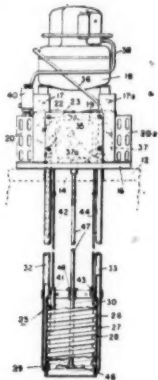
2,508,255. OPEN-TOP REFRIGERATED DISPLAY CASE. Hubert W. Hardin, San Antonio, Tex., assignor to Ed Friedrich, Inc., San Antonio, Tex., a corporation of Texas. Application March 17, 1947, Serial No. 735,083. 11 Claims. (Cl. 62-89.5.)



1. In an open top refrigerated display case wherein is provided a bottom, side

walls, a back wall, a front wall having a window spaced above the bottom of the case, and a semi-ceiling extending forwardly from the back wall toward but short of said front wall and located at a level below and adjacent the level of the top of the front wall window; the improvement which comprises a food chamber within the confines of the case beneath said semi-ceiling and having a floor spaced above the bottom of the case proper, the floor of the food chamber having an elongated slot adjacent the back wall of the case and an elongated slot adjacent the front wall of the case, said slots communicating with the space between said floor and the bottom of the case, a longitudinal vertical partition extending from said semi-ceiling to the bottom of the floor of the food chamber and having perforations adjacent said semi-ceiling and being spaced from the back wall of the case to provide an up-take-air duct, an air-distributing duct extending longitudinally of the case below the floor of the food chamber, an air-cooling chamber below said floor and extending alongside said air-distributing duct, there being a foraminous wall between said ducts and a cooling coil adjacent said foraminous wall in the air-cooling chamber, a return-air duct between said air-distributing duct and the front wall of the case, said air-cooling chamber communicating with said food chamber via the rear slot in the floor of said food chamber and said up-take-air duct and said food chamber communicating with said return-air duct via the front slot in the floor of said food chamber, and means for circulating air through said ducts, said food chamber and said air-cooling chamber.

2,508,289. LIQUID COOLING UNIT. Fred G. Peck, Hagerstown, Md. Application March 30, 1949, Serial No. 84,317. 6 Claims. (Cl. 62-141.)

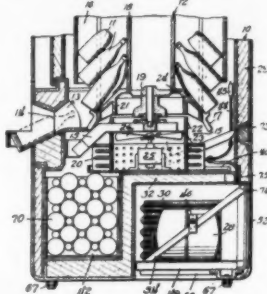


1. A cooling unit for a tank cooler comprising, in combination, a supporting plate adapted to be mounted on the top of the cooler cabinet, a sealed motor-compressor unit and a motor mounted on said plate, both said motor-compressor unit and said motor being vertically arranged and disposed on a common axis, a condenser also mounted on said plate, with its weight distributed to opposite sides of said axis, a fan driven by said motor for cooling the condenser and motor-compressor unit, and open-ended evaporator depending from said plate to extend into the liquid contained in the tank, an impeller for agitating said liquid, and a shaft extending between motor and impeller for driving the latter from the motor, said evaporator, agitator and shaft being also disposed on said common axis.

2,508,336. REFRIGERATOR UNIT. Paul F. Boettcher, Grand Haven, Mich., assignor to The Bastian-Blessing Co., Chicago, Ill., a corporation of Illinois. Application April 24, 1945, Serial No. 589,979. 11 Claims. (Cl. 62-4.)

1. The combination of a refrigerator cabinet having horizontally and vertically disposed walls joining each other at corners and insulated to define a food refrigerating compartment, one of said walls constituting a section spaced from the ends of the cabinet and one of said vertical walls being located at right angles to said wall section and having an opening therethrough extending beyond said wall section in opposite directions, a frame having a supporting element, a refrigerant evaporator carried by the frame, a refrigerant liquefying unit carried by said element, said evaporator, element and unit being disposed within the contour of the cabinet and the evapo-

lator in the close proximity to the side of said wall section in said compartment, said unit and supporting element being disposed on the other side of said wall section, said opening being of a size and contour to permit passage therethrough of said evaporator, element and unit, refrigerant conduits permanently connecting



said unit and evaporator, a second wall section carried by said frame for closing said opening when said unit and evaporator are disposed in place in the cabinet and sealing means between said section, said second wall section having an insulated portion engaging said sealing means and constituting a removable plug for completing the wall structure defining the said food refrigerating compartment.

## DESIGNS

158,570. BEVERAGE DISPENSER. Gordon W. Florian, Bridgeport, Conn., assignor to The Nicholas Co., Hartford, Conn., a corporation of Connecticut. Application Jan. 7, 1949, Serial No. 109. Term of patent 3 1/2 years. (Cl. D2-3.)



The ornamental design for a beverage dispenser, as shown.

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The Linde Air Products Company has placed the following United States patents on the Register of Patents as available for license on reasonable terms. Inquiries may be addressed to Patent Department, The Linde Air Products Co., 30 East 42nd St., New York 17, N. Y.

Pat. 1,960,623. REFRIGERATING SYSTEM. Patented May 29, 1934. Reg. No. 35,228.

Pat. 1,982,474. AUTOMATIC PRESSURE RELIEF DEVICE.

Pat. 1,989,636. SYSTEM FOR PRODUCING REFRIGERATION.

Pat. 2,256,993. HEAT EXCHANGE STRUCTURE.

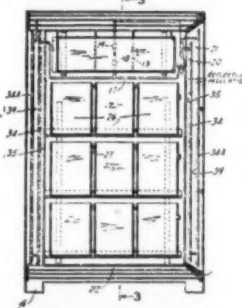
Pat. 2,053,765. GAUGE GLASS.

Pat. 2,326,511. LIQUID LEVEL GAUGE.

Pat. 2,492,970. DEFROSTING SYSTEM. Refrigerating system features a capillary tube that controls the flow of refrigerant from storage tank to cooling unit. The unit is comprised of an expansion coil and a storage chamber, the latter (like the storage tank) having a capacity sufficient to hold all the refrigerant. Both ends of the coil are connected to the chamber which drains through a U-shaped trap back into the inlet end of the coil. The upper portion of the chamber is connected by a conduit to the usual motor-driven compressor so that the cooling unit receives hot refrigerant through the capillary tube when the compressor is inoperative whereby the cooling unit is defrosted. (Owner) Herman H. Curry, Flavet 1 s 66, University P. O., Gainesville, Fla. Group 35-84. Reg. No. 35,319.

## Week of May 23

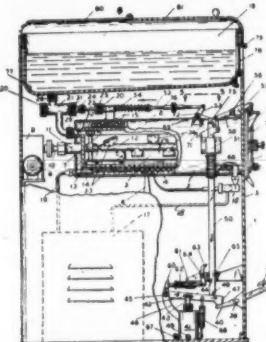
2,508,385. REFRIGERATOR CONTAINER COOLED BY CARBON DIOXIDE ICE. Charles B. Hall, Chicago, Ill. Application Aug. 8, 1947, Serial No. 767,397. 11 Claims. (Cl. 62-91.5.)



1. In a refrigerator container for frozen foods or the like that require freezing, zero or sub-zero temperatures, an inner shell defining a lading compartment, an outer shell surrounding said inner shell in spaced relation thereto, a plurality of

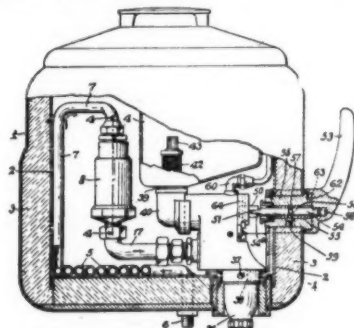
intermediate walls made from metal of high heat conductivity and disposed between said shells in spaced relation to said shells and to each other, insulating material disposed in the spaces between said walls and between said walls and said shells, means defining at least two secondary refrigerant passages disposed respectively along and in heat transfer relation with respect to different ones of said intermediate walls, means disposed within said lading chamber and adjacent the top thereof to define a primary refrigerant chamber adapted to contain solid carbon dioxide, a refrigerant discharge passage from said primary chamber including a constant pressure control valve, means of low heat conductivity material connecting said refrigerant discharge passage with one end of one of said secondary refrigerant passages and connecting the other end of said one passage to one end of the other secondary passage to transmit gaseous refrigerant successively through the said secondary passages, and means affording a vent extending through said outer shell from the other end of said other secondary passage.

2,508,435. FREEZING MACHINE. Andrew J. Tacchella, Portland, Ore., assignor to Steady Flow-Freezer Co., Portland, Ore., a corporation of Oregon. Application April 6, 1945, Serial No. 586,967. 16 Claims. (Cl. 62-2.)



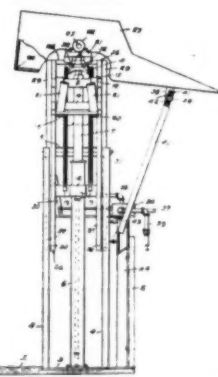
15. A freezing machine including a freezing chamber for freezing a product for delivery at one end of the chamber, and means for delivering a quantity of frozen product delivered from the chamber, the delivery of the mix being automatic during delivery of the frozen product.

2,508,492. DRINK DISPENSING DEVICE. Thomas B. Chace, Winnetka, Ill., assignor to The Dole Valve Co., Chicago, Ill., a corporation of Illinois. Application Dec. 14, 1942, Serial No. 468,837. 5 Claims. (Cl. 225-21.)



1. A drink dispensing device comprising a casing including a pipe adapted to be connected to a source of carbonated water, an automatic flow regulating valve connected to said pipe including an orifice whose area is inversely responsive to pressure so as to discharge carbonated water at a constant flow rate irrespective of pressure fluctuations of said source, a syrup container supported in said casing, discharge valve means connected to the outlets of said valve and of said syrup container for maintaining said syrup and carbonated water at a predetermined constant relative proportion irrespective of said pressure fluctuations in the carbonated water source.

2,508,507. ICE HANDLING MACHINE. Everett E. Fowler, New York, N. Y. Application Nov. 20, 1946, Serial No. 711,091. 6 Claims. (Cl. 214-121.)

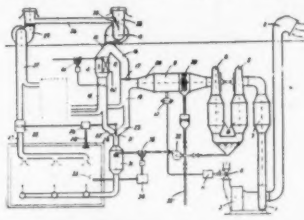


1. In a hoisting device, a stationary portion, a load support adapted for elevation and tilting relative thereto, and means extending between the load support and said portion adapted to prevent tilting and to cause tilting of the support, in succession, as the support is elevated, said means comprising a rigid member having one end pivotally connected to the support and the other end telescoping in said stationary portion.

2,508,749. AIR CONDITIONING SYSTEM. Louis Denis, Lille, France, assignor of one-half to Societe Anonyme des Etablissements Neu, Lille, France, a French company. Application Feb. 4, 1948, Serial No. 6,235. In France Feb. 4, 1947. 2 Claims. (Cl. 257-3.)

1. An air conditioning system in particular for ships, aircraft, trains and the like, comprising two air ducts having a common inlet and a common outlet, a fan connected to said inlet for sending air through said ducts, a mixing chamber connected to said outlet and communicating with the room to be air conditioned, first damper means mounted in said outlet adapted to respectively regulate the outlet openings of said two ducts, air heater means in one of said ducts, a

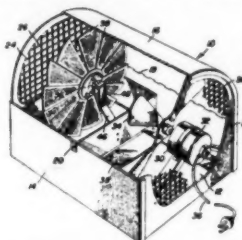
by-pass chamber in parallel with said heater means and having second damper means mounted therein, an air cooling system opening into the second of said ducts adapted to send cooled air there-



through, third damper means mounted in said second duct and adapted to close either said second duct or the inlet opening of said cooling system into said duct, said second damper means serving to close said by-pass chamber, and said third damper means serving to close said cooling system inlet to allow during winter conditions the passage of heated air through said first duct and of fresh air through said second duct respectively, and said second damper means furthermore serving to open said by-pass chamber and said third damper means serving to close said second duct, thereby opening said cooling system inlet therein to allow during summer conditions the passage of fresh air through said first duct and the passage of cooled air through said second duct.

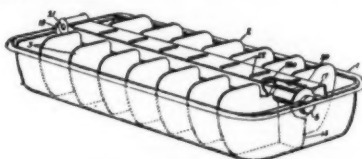
2,508,839. AIR CONDITIONER. James F. Roe, Salt Lake City, Utah.

In a portable air conditioner having a base, a housing thereon having screened air inlet and outlet openings, a motor-driven fan in said housing; a humidifying device including a water tank within said housing extending transverse said base, a pair of standards carried by the sides of said tank, a humidifying wheel having an axle rotatably journaled in said stand-



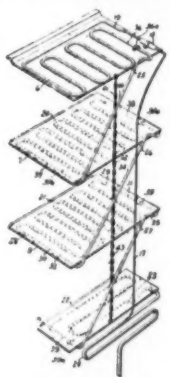
ards and aligned with the axis of rotation of said fan, said wheel having a plurality of propeller shaped sectorial perforated vanes, said wheel being positioned for immersing said vanes in the water in said tank during rotation, the perforations on said vanes comprising substantially radially extending slots with flanged edges for distributing water dipped from said tank radially throughout the entire area of each vane for penetration by the air stream from said fan, the pitch of said vanes causing rotation of said wheel by said air stream, said standards having their upper ends turned inwardly toward each other and downwardly, said upper ends being parallel and having aligned bearings for receiving said axle, the standards being flexible and the unbent portions forming bearing closures for retaining said axles therein.

2,509,000. FREEZING TRAY. Robert E. Hobson, Erie, Pa., assignor to General Electric Co.



1. In combination, a freezing tray and a partition assembly therefor, said assembly comprising a plurality of transverse partition elements spaced longitudinally along said tray and longitudinal partition elements extending between said transverse elements, means for retaining said transverse and longitudinal elements in assembled relation and for affording swinging movement of said longitudinal elements about longitudinal axes above the level of ice in said tray, and a handle slidable longitudinally of said tray for swinging said longitudinal elements individually to release ice blocks adjacent thereto.

2,509,011. HEAT TRANSFER APPARATUS. Robert E. Moore, Baltimore, Md., assignor to General Electric Co.



3. A heat transfer apparatus comprising a pair of panels arranged in spaced and generally parallel planes, an extended conduit secured in heat exchange relationship with each of said panels for adjusting the temperature of said panels, and a conduit diagonally bridging the space between said panels, each of said extended conduits including a section comprising the major portion thereof which is rigidly secured to its respective panel and a second section extending to an edge of its respective panel and connected to said bridging conduit, each of said second sections being free of rigid engagement with its respective panel so that it is free to twist relative to its respective panel whereby said bridging conduit may swing relative to said panels for permitting said panels to move to a collapsed position adjacent and generally parallel to each other.

(To Be Continued)

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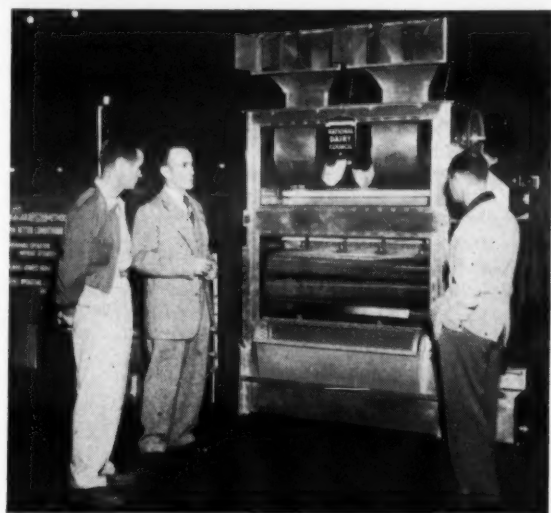
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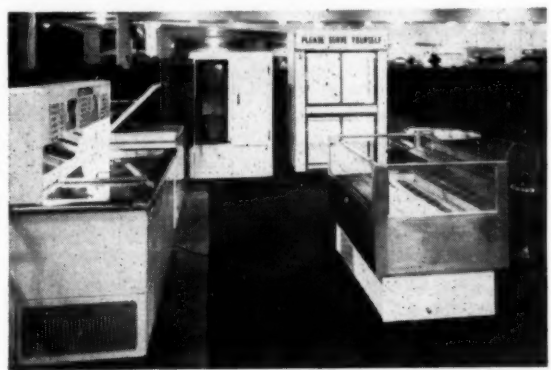
Taking a look-see at the new Savage Arms merchandising case are (l. to r.) T. E. Hoyer and Weston Vogel of Savage; James Welsh, Abbot Dairies, Philadelphia; Robert Straghan, and Waltons McDougal also of Abbot. (See booth story on this page.)



Lester J. Hood of Hood's Dairy, St. Petersburg, Fla.; Q. Minich of Niagara Blower; and E. M. Hood, Jr. of Hood's, hear about some of the fine points of the Niagara Blower Hygrol unit setup. (See booth story on this page.)



Some of the features of an Annapolis sectional reach-in are explained by N. Erik Alen (rear) of Freezer Box Div., Annapolis Yacht Yard to A. C. Bittner, W. K. Murdock, Walter E. Haase, all of Borden's, Youngstown, Ohio. (See booth story on this page.)



Tyler Fixture Corp. showed a variety of equipment for the retail ice cream and dairy store, including a glass top ice cream merchandising case (left foreground); refrigerated display table for dairy items (right foreground); 18-cu. ft. upright HarderFreez low-temperature model (left background); and 4-door wall dairy reach-in refrigerator with 31.6-cu. ft. capacity. (See booth story on this page.)



Taking a close look at the new Fischman "Carb-O-Matic" carbonator are Katherine Fries, J. Fannelli, and Sales Manager C. W. Hoffner of Fischman. (See booth story on this page.)

## Liquid '50' Fountain Has 'Max-i-Flow' Chilling

Spotlight at the Liquid Carbonic Corp. display was on the new Liquid '50' bobtail soda fountain, featuring the "Max-i-Flow" water chilling system.

The new water chilling system is claimed to chill water almost instantaneously, with all temperatures under positive control. There is no direct contact of refrigerant with water lines. The bobtail "50" model is self-contained, with ventilated condensing unit compartment in base.

Other features include increase (over 7 cu. ft.) for refrigerated storage, slide for chipped ice pan, stainless storage cover, exclusive grid tray and drainer, basket-type bottom drain, six all-stainless syrup pumps, polished stainless line syrup rail, special design refuse can, three large wash basins, running water dipper well.

## Tyler's Display Table Has 4 Open Sides

A variety of items for the retail dairy store were displayed by Tyler Fixture Corp.

Attracting the main interest was the Tyler ST-5 refrigerated display table, for four-sided open display of bottled and packaged dairy items.

Other products shown included the model HFW-18DB frozen foods display case with glass lids; the 12-cu. ft. Harder chest-type low temperature cabinet; the 18-cu. ft. Harder upright frozen food cabinet; and the model SD-4 wall dairy reach-in display refrigerator with 31.6-cu. ft. capacity and four sliding doors.

## Arctic Venders Exhibits 2 Coin-Operated Models

Arctic Venders showed its ice cream bar and ice cream sandwich coin operated venders in two models.

Model B-154 has a capacity of 154 units, and model B-75 has a capacity of 75 units. The larger model is automatically operated with a coin changer using 5-10-25-cent coins. The smaller model is manually operated, using nickels or dimes.

Kelvinator condensing units are used and with wall plate evaporators it is claimed that temperatures of -5° F. are maintained.

## Reach-In Line Permits Choice of Materials

Its current line of sectional reach-in boxes was shown by the Freezer Box division of Annapolis Yacht Yard, Inc. Customers are now offered a choice of five combinations of materials, featuring the all aluminum Armormply interior and exterior. Also available are the all stainless steel Armormply interior and exterior; Plywood exterior, stainless steel interior; Plywood exterior, aluminum Armormply interior; all waterproof Plywood construction.

The doors are of the over-lap type and the hardware is in chrome for the adjustable hinges and latches. The door seal is of heavy cellular rubber, 3 in. wide, with a molded semi-hard rubber breaker strip all around the door frame. Cooling coils for the unit may be either the evaporator plate type or a blower unit with automatic

defrost. The evaporator plate shelves or automatic defrost coil and tinned wire shelving are available for all models.

Primarily designed for low temperature bulk storage use, the standard models run from 31 cu. ft. to 72-cu. ft. capacity. All models are of sectional construction.

## Savage Arms Ice Cream Case Holds 392 Pints

A 1951 double-duty merchandising cabinet, model M-9, was "up front" at the Savage Arms Corp. booth. The new unit has a length of 53½ in., is 30 in. wide, and is 51½ in. high to top of superstructure. It is powered by a ½-hp. condensing unit.

The new case has a capacity of 392 pints of ice cream, of which 256 can be displayed and 136 stored. Ends of the unit are of flush construction and it is equipped with a one-piece stainless steel top. Other features are larger glass wings on side of top opening, hydrogen brazed evaporator, steel shell construction, steel and cork sub-top.

Also shown was the larger model ML merchandiser which is of 12½-cu. ft. capacity and holds 528 pints. Construction features are similar to the model M-9.

The complete line of Savage ice cream cabinets, 3-hole to 12-hole, was shown. A feature of the line is the lid construction in white plastic.

## Fischman Carbonator Is Self-Lubricating

New model Q-S "Carb-O-Matic" carbonator was on display at The Fischman Co. exhibit. The new unit is self-lubricating and is said to deliver up to 65 gals. per hour of carbonated water.

"Style-Master" line and "Challenger" line of soda fountains completed the Fischman display. The line included new design creamer units and workboards and bobtail fountains in the "Stylemaster" line. The "Challenger" line included six models of creamer units with ice cream capacities from 20 to 60 gals. Tops are of one-piece, die-stamped stainless steel and stainless steel front apron. The bobtail models in this line range from 36 in. to 7 ft.

## Niagara Method Has Varied Applications

Niagara Blower Co. displayed its "Hygrol" and "No-Frost" units, which can be used for air conditioning, pre-cooling, freezing, drying, dehumidifying, and humidifying. With the method used by Niagara, it is said to be possible to keep constant the original condition of the air and liquid by re-circulating, filtering, and re-concentrating constantly.

Feature of the method is said to be the prevention of all freezing or frost formation. The Hygrol liquid spray is said to be hygienic and non-corrosive, and is not a salt.

The Niagara controlled humidity method employs the use of the Hygrol liquid spray which absorbs moisture from the air stream. Conditioned air is said to be delivered at the exact temperature and humidity required. The Hygrol liquid is constantly diluted by absorbing moisture from the air and is re-concentrated automatically by evaporation.

It has application in the handling, storing, and processing of many foods, drugs, and chemicals. Other uses are in the manufacturing of metal and electrical products to prevent condensation of moisture on valuable metals or machines, it is claimed. For comfort air conditioning, using the Hygrol method, the company points out that dry air can be produced at savings of refrigeration and at lower cost.

Another new model of the Niagara Aeropass Condenser was shown, which is equipped with a pre-cooler and has one oilout and superheat removal drum which is able to serve a battery of compressors.

## APPLICATION ENGINEER

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### POSITIONS AVAILABLE

WANTED: EXPERIENCED refrigeration test engineer. Must be qualified to specify and supervise installation of laboratory test equipment as well as make tests on self-contained air conditioning units, refrigeration compressors and component parts. Write attention Chief Engineer, P. O. BOX 1894, Wichita 1, Kansas.

WANTED: EXPERIENCED refrigeration process and plant layout engineer for production of self-contained air conditioning units. Must qualify to specify and supervise installation and design of special equipment. Write attention Chief Engineer, P. O. BOX 1894, Wichita 1, Kansas.

REFRIGERATION ENGINEER: Nationally known manufacturer located in Minnesota has opening for experienced engineer with ability to handle development and design of refrigeration systems for refrigerators and home freezers. Our employees know of this ad. BOX 3596, Air Conditioning & Refrigeration News.

REFRIGERATION & air conditioning mechanic. Must be thoroughly experienced in air conditioning, commercial and domestic service. Year round employment, profit sharing basis and good salary. Wash., D. C. area. Give details and experience in first letter. BOX 3600, Air Conditioning & Refrigeration News.

### EQUIPMENT WANTED

WANTED: ROLL-FORMING machine for refrigerator shells. Maximum roll width: 27 inches. State if rolls included, condition, make, and price. BOX 3599, Air Conditioning & Refrigeration News.

### EQUIPMENT FOR SALE

WHOLESALE SEALED unit rebuilding. We will rebuild and convert your unit to "Freon-12." One year guarantee. Write for price list and shipping instructions. ADVANCE REFRIGERATION COMPANY, 829 East McNichols Road, Detroit 3, Mich.

CLEARANCE ON 13 cu. ft. two-door dual temperature refrigerators with new Tecumseh sealed units; approximately 3 cu. ft. frozen food section and 9 cu. ft. standard temperature, total quantity 15 cu. ft. Also assorted 4 ft. full vision display cases, and 4 ft. double duty 43" high—all slightly factory damaged. Also 4 ft. Bain-Marie cases—all new. Limited quantity. Any item—\$160.00 each, or 10% less for entire lot as is. HOWARD REFRIGERATOR CO., INC., 4745 Worth St., Phila. 24, Pa. Phone: Jefferson 3-6806.

COPELAND COMPRESSOR bodies, brand new; model #18, good up to ½-HP @ \$34.20 each; model #19, good up to 1-HP @ \$45 each. Write for circular. MANN REFRIGERATION SUPPLY CO., 15 Astor Pl., NYC, GRamercy 3-8000.

PROMINENT BRAND condensing units; sealed ¼-HP model L2M Servel @ \$52; open type ¼-HP model 025 Norge with control @ \$57. Write or wire NEW YORK REFRIGERATION, 35 East Fourth Street, New York 3, N. Y.

### BUSINESS OPPORTUNITIES

FOR SALE—Because of ill health will sell for inventory one of the largest store fixture and appliance businesses in Middle West. Located in Indiana. Our business last year grossed \$260,000.00 and we paid net income tax of \$18,837.63. This year of 1950 our gross will show \$350,000.00 and we should show net profit \$25,000.00 and be forced to pay tax on this figure. We operate six brand new trucks, have large four-story modern fireproof building under lease with 16,000 sq. ft. floor space. Modern elevator 18 ft. long lifts 8,000 lbs., makes the building the most ideal type for this kind of operation. We have the best lines to sell, the best sales and service organization in this part of the country. Will sell business for inventory only at invoice prices. If interested write BOX 3594, Air Conditioning & Refrigeration News.

### MISCELLANEOUS

NORGE SEALED units remanufactured and exchanged. Immediate delivery from stock, 1 year guarantee. Write for prices and shipping instructions. Complete Norge engineering service. 22 years experience. MODERN REFRIGERATION CO., INC., 12541 E. McNichols Road, Detroit 5, Michigan.

EXTRA \$ for refrigeration dealers. Frigid-air sealed unit rebuild \$39.50. One year warranty. We furnish crates. Special dealer's price on other sealed units. Write for prices and shipping instructions. SO₂ systems converted to "Freon." REFRIGERATION UNIT REBUILD CO., 138 South Eighth Street, Department N, Cambridge, Ohio.

Write for Information about Our  
**MODEL FF-20 HEAVY-DUTY FARM FREEZER**  
**PRICE TO DEALERS:**  
**\$296.50 F.O.B. MPLS. plus Federal tax.**  
Designed especially for farms and institutions. 19 cu. ft. capacity. Equipped with 4" Fibreglass insulation, ½ H.P. hermetically sealed compressor and Dole plates. 22-gauge galvanized sheet steel exterior with gray hammer finish.

**Loudon**  
MINNEAPOLIS  
COMMERCIAL REFRIGERATION EQUIPMENT  
2524-27th Avenue South, Minneapolis, Minnesota

**WE WILL BUY!**  
**SURPLUS**  
**REFRIGERATION CONTROLS**  
**PRESSURE and THERMOSTATIC**  
**ANY QUANTITIES • MUST BE NEW**  
Write, Phone Or Call For  
**IMMEDIATE ACTION**  
**TRACO Industrial Corp.**  
455 W. 19 St., N. Y. 19, WAtkins 4-4302  
(Send for Traco's complete list of sensational bargains)



## Co-op Buying Plan--

(Concluded from Page 1, Column 4) the group to obtain greater discounts on service parts through quantity purchases for cash. These savings, less a percentage to cover the operating costs of the field representative, were to be passed along to the contractors. The field representative was reportedly getting 6%.

Admittedly the plan was intended largely to benefit the small contractor, but by the very nature of things the small contractor did not have the cash to put up. And then there was another problem.

"Under this plan the small contractor could buy three items for the same discount that the large contractor received for buying 25 at a time," declared one contractor. "But then some of these boys would pass along that saving to the customer by underselling the large contractor."

Cited as an "isolated instance" by another member of the organization was this:

"The small contractor who had been buying a particular part from the wholesaler for \$10 marked it up and sold it for \$20 to his customer. Then through the purchasing plan he was able to get the same part for only \$7. He still thought he had to mark it up 100%, so he sold it for \$14.

"Hell," the contractor would say, 'why should I buy this stuff from the association. I'm only making \$7 where before I made \$10. I'm losing money.'"

A number of contractors, it was also indicated, were reluctant to give up dealing with their regular wholesaler, who, they explained, had given them a lot of assistance in the past and continued to do so now, and also helped carry them over the lean seasons.

What effect the tightened materials situation had on the failure of the plan was probably more due to the lack of cooperation given by the members, it was implied.

Materials were not actually scarce during the time the group buying was in operation, but the accelerated defense program had lengthened delivery times. This meant that a larger inventory had to be maintained and orders placed farther in advance.

Placing of a large order to take care of these contingencies would sometimes result in prompter shipment, and there just wasn't enough cash to handle it.

There was reportedly no surplus on hand when the group buying project was folded up by the association directors. Members who still had credit on the books generally took it in materials, and whatever was left over was sold to the members of the association.

Reorganizational changes have also been made by the new board of directors and officers. Frederick R. Bolton, for several years executive secretary and counsel, has resigned. Serving in his place as secretary-treasurer will be William Schemers, a contractor and director of the group.

Michael G. Maksym is the newly elected president, and Alexander S.



## They Will Guide NCRSA Activities

GUIDING THE ACTIVITIES of the National Commercial Refrigerator Sales Association for the coming year will be these new officers and directors elected at the recent fourth annual convention in New York City.

WHO IS WHO: Seated (l. to r.) are John Path, treasurer; F. D. Stella, first vice president; I. Rosenberg, Jr., president; and I. W. Shell, second vice president. Standing are the directors, George M. Wiedemer, Nat Silverstone, Richard E. Rudolph, H. B. Adams, Barnett Berch, Simon Heslov, Joseph A. Legasse, and Neil Herman. Not present was Robert B. Weston, also a director.

McGhie, vice president. Besides the three officers, the board of directors includes Alvin G. Weber, John Duncan, Charles M. Heemstra, H. T. Quinn, Irwin A. Barlass, Joseph Clark, Harold W. Clarridge, Joseph Heffernan, and Russell Tudhope.

## Home Freezer Tax--

(Concluded from Page 1, Column 3) intended for rural or urban home use.

"Quickfreeze units primarily designed and constructed for commercial, industrial, or scientific purposes are not taxable.

"Combination quickfreeze units and household refrigerators are taxable only if the normal temperature refrigeration portion does not exceed 14 cu. ft."

In view of this definition, which is not yet official but submitted for approval, it would appear that open top freezers would not be taxable.

The Bureau of Internal Revenue also emphasized, as the excise tax is applied at the manufacturer level, there will be no refund on floor stock freezers in the hands of distributors or dealers. Any freezer on which the title has passed from the manufacturer's hands before Nov. 1 is not subject to the tax.

## Commercial Outlook--

(Concluded from Page 1, Column 2) tors have to offer. All they can give is price.

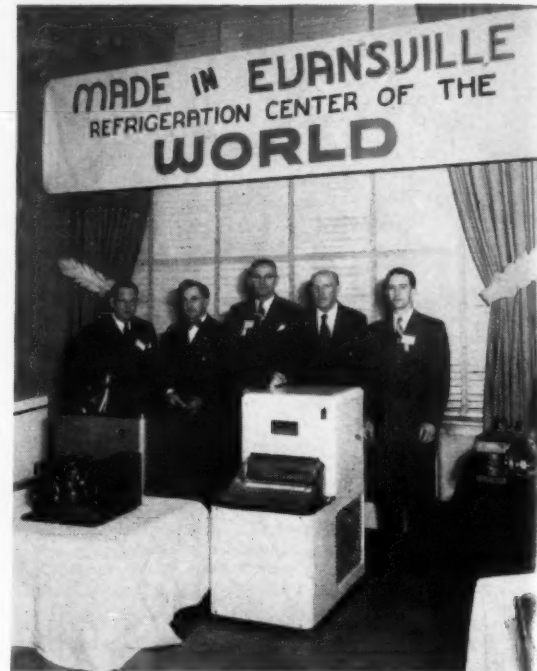
"We commercial refrigeration equipment distributors may lose sales to these groups but the customer loses the most. Price is the poorest sales argument of all. A billion dollars worth of business means nothing if it is given away, but a fair proportion of the business at a fair profit is better than all the business at a loss," White declared.

## Dallas Church Air Conditions

DALLAS—The congregation of the Stevens Park Christian church, 2527 W. Colorado, voted recently to install air conditioning equipment.

## Hoosier RSE Meets

Taking part in the recent three-day convention held in Evansville recently by the Hoosier State Association, RSES, were (l. to r.) H. T. McDermott, international secretary; P. B. Reed, international educational director; C. J. Wesselman, president of Evansville Chapter; W. J. Aulsebrook, Servel; and Charles E. Goad, general convention chairman. The group is pictured with a display of Servel-powered products.



## Frozen Foods Forecast--

(Concluded from Page 1, Column 3) by the end of 1953."

During the conference, the writers learned of Birds Eye's marketing plans for its newest frozen products. These are fantail shrimp, tomato juice, and pineapple juice.

The company will introduce pineapple juice some time next year and is now marketing fantail shrimp in one midwestern area on a test basis, the editors heard. Birds Eye tomato juice, which was introduced recently, is being sold in the Northeast at present. Further distribution depends on the tomato crop and consumer acceptance.

## Northwest Dealers Endorse Allocation Setup

SPOKANE, Wash.—General satisfaction with their wholesalers' policies and their customers' buying motives during the shortage period were expressed recently by Inland Empire area dealers in a survey conducted by the Inland Empire Electrical Dealers Association.

Of the dealers polled, 63% said that allocations were noticeably affecting their business, but 68% considered allocation policies fair.

Of the 21% who considered the allocation policies unfair, all objected that distributors were giving too

much merchandise to large stores, 75% thought allocations were based on unfair standards, and 25% mentioned opening new dealerships.

The "unfair" standards complained of included giving large dealers foremost choice, giving too much to new accounts opened just before Korea, and basing allocations on past six months' sales which do not account for farm dealers' heavy fall business.

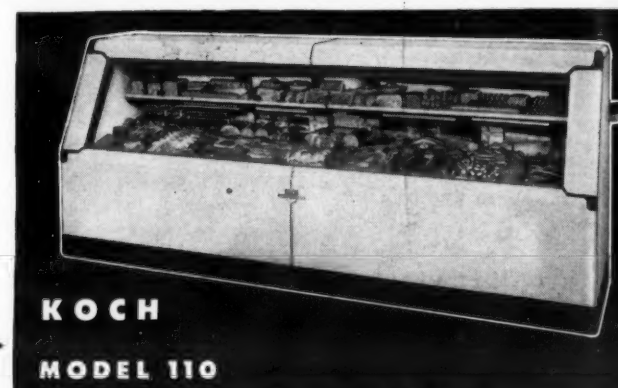
Only 16% of the dealers polled said that the emergency had an important effect on sales of used appliances.

MODEL 1407. Self-service frozen food display case. Attracts and handles more buyers, invites more sales.

MODEL 306. The sensational open case with THREE refrigerated shelves. For profit-making impulse sales.

MODEL 6710. 10 ft. long open front case with extra wide display shelf. Ideal for produce display.

MODEL 5710. Open front self-service case for pre-packaged fresh meats, produce, or dairy products.



can't be beat  
for selling meat!

There's more to this striking display case than meets the eye. For in addition to good looks, it offers unmatched economy, durability, and performance. The thrifty Miraflex Cooling Unit (a KOCH exclusive) keeps temperature at a steady 38 degrees . . . maintains a relative humidity of 90 per cent. No moving parts . . . automatic defrosting.

COMPARE! Welded, all-steel construction . . . full 4-in. insulation . . . hermetically sealed, triple plate glass front . . . K-Beam fluorescent lighting . . . all porcelain exterior and display compartment . . . stainless steel storage lining . . . hard rubber sliding service doors.

Made in double duty models 6, 8, 10, and 12 feet long for remote installation of the condensing unit, and in a 6-ft. long (plus compressor housing) self-contained model.

Compare this display case feature by feature . . . and see for yourself why the choice is KOCH wherever cold is sold. Get the facts on the complete KOCH line today.

**KOCH**  
REFRIGERATORS

NORTH KANSAS CITY 16, MO.

THE QUALITY REFRIGERATOR LINE

SINCE 1883

MODEL 3508. Wall Type Display Case. For self-service display of dairy products or beverages.

MODEL 3865. A 65-cu. ft. reach-in refrigerator. One of the six popular Koch reach-in cabinets.

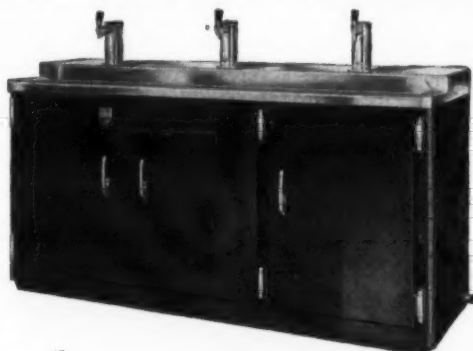
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Please send me at once, without obligation, complete information on profit-making Koch Display Cases and Refrigerators.

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## LARGE CAPACITY...MULTI-PURPOSE

This **COMPACT**  
3 on top  
plus 1 in storage  
**PERLICK**  
Direct Draw  
DISPENSER



with patented AIR COOLED FAUCET STANDARDS

in Black or  
Stainless Steel

with or without  
Condensing Unit

There's big business for the equipment house, in this large capacity Perlick Direct Draw Dispenser . . . and big business volume, too, for the dispensing establishment that installs it! Holds 4 stainless steel or aluminum half-barrels—three on top and one in storage at the proper temperature, readily accessible for instant use. This is also an excellent model to equip with the Carbotap unit—or other optional equipment. Get in on the big profits you can enjoy from the big Perlick line.

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BRASS CO.  
Milwaukee 10, Wis.

